

BLACK ALUMNI NETWORK

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Volume VI, Number 4

APRIL 1986

Media Mergers: Coping With Uncertainty

Mergers, takeovers and pending sales of big media companies have hurtled the industry along some bumpy and uncertain roads over the past year.

No institution has been sacrosanct: large family-owned newspapers, small publications and television networks all have fallen victim to media madness.

As corporate giants rearrange the news landscape, the foot soldiers in the industry must grapple with diminished or expanded job opportunities — and sometimes no job — and the possibility of new editorial and programming philosophies.

Of critical concern to us is how minorities in a largely segregated media have fared.

We asked people caught in the middle to recount their experiences and offer some advice on how to survive.

Detroit News: Guarded Optimism

The *Detroit News* is the city's largest newspaper, but for years has been eschewed by many of the city's 759,000 black residents.

One staffer has dubbed the paper's conservative editorial philosophy the "Ronald Reagan View of Civil Rights." To blacks, news coverage of their community is insensitive at best; more often it's just plain racist.

City government, unhappy with the *News*'s lack of an affirmative action policy, takes it legal advertising to *The Detroit Free Press*, the competing paper, and *The Michigan Chronicle*, the black weekly newspaper, according to a staffer.

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Class of '85 Loses Ground

Fewer Minority Journalism Grads Find Media Work

The number of black, Hispanic and Asian journalism and mass communications graduates increased slightly last year compared to 1984, but fewer graduates found jobs in their chosen field.

These findings were released recently in the annual Dow Jones Newspaper Fund survey.

About 20,000 graduates received bachelor's degrees in journalism or mass communications (public relations, advertising) last year. After randomly polling graduates at about 50 colleges, 10.8 percent who responded were minorities, up 1 point from 9.8 percent in 1984.

But in 1985 only 41.7 percent of minority graduates found media-related work, compared to the 54.4 percent in 1984. In 1983, 40.8 percent of minority graduates found work.

Thomas Engleman, executive director of the Newspaper Fund, remained optimistic

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EDITOR'S NOTE: OUR NEW LOOK

This month a redesigned *Black Alumni Network* newsletter debuts with more news and a bigger and better format.

Our fourth annual careers issue comes for the first time in standard magazine size instead of the booklet size we normally publish every month. The additional space will allow us to better develop stories and display them more attractively.

We have also taken a technological leap with computerization — a move that will out production time and enhance creativity.

We plan to use this new format at least four times a year for our special issues: Careers in April; Anniversary in July; NABJ Convention in September; and Year-end in December.

BAN's new look is part of our commitment to produce the best newsletter possible.

We'd like to hear what you think of the changes. Drop us a line with your comments and suggestions.

We also strongly encourage

you to submit news items, features, commentary, pictures and ideas for the newsletter.

One of our primary missions is to serve as role models and to encourage young people to enter the business. Among our other interests:

- * Reports and comments on current events and how minorities are portrayed in the media and other forums.

- * Advice and leads on how to improve skills and move ahead in the workplace.

- * Items for our regular listing of job and career opportunities in the news business.

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MEDIA MERGERS/Con't...

But Luther Keith, an editor who has been with the paper for 14 years, and other *News* employees, hope the paper's new owner, Gannett, will mold a new and improved *Detroit News*.

Last September, Gannett bought the nation's eighth-largest paper (circulation 645,000) for \$717 million from the Evening News Association, a family-owned operation since 1873.

James Mallory, a business editor at the paper, said news of the sale meant "at first anxiety, but because of the alternatives that existed, there was a sigh of relief." Black *News* staffers interviewed hoped Gannett's affirmative action stance, considered among the news industry's most aggressive, would diversify the paper.

Keith maintains that much of the *News*'s problem is image. Coverage of black Detroit "improved dramatically in recent years. But when you have a certain history, it's hard to shake (the negative image)."

About 7 percent of the *News*'s editorial staff is black. Mallory and Keith, who is on leave to run a *News*-sponsored program to train aspiring minority journalists, are the only blacks in management.

Across town at the *News*'s competitor, *The Free Press* (634,000 circulation and the nation's ninth-largest paper), blacks comprise nearly 14 percent of the editorial staff.

"Slowly the atmospherics are changing," said *News* reporter Chauncey Bailey. Staffers have been approached about writing op-ed pieces and a column was offered to a controversial black minister — initiatives unheard of in the days of the former owner.

Bailey hopes *The News* under Gannett will "change from a department store where everyone is of one ideological group to a shopping center where you have different storefronts and people with different perspectives to sell in the marketplace of ideas."

— Patricia McCaughan and Wayne J. Dawkins

IF YOUR COMPANY IS SOLD OR BECOMES A TAKEOVER TARGET:

James Mallory of the *Detroit News*, which was recently purchased by Gannett, says:

- * "Wait it out. If you play on rumors, you will always be worried and look over your shoulder."
- * "Just go ahead and do your job." If you're doing it well, you should have little to fear.

Anna Phillips is a producer at New York's WCBs-TV, an affiliate station of CBS, which dodged several hostile takeover attempts in 1985. The battle forced the company to lay off scores of workers. Meanwhile, Capital Cities acquired the ABC television network, and this year General Electric merged with RCA, parent company of the NBC-Television network. Phillips' caveats:

- * Aspiring journalists should remember that television is in a state of flux. Young applicants should leave their idealism in the lobby. "You have to come to it with a real-world attitude or you're going to get hurt."
- * Don't forget that cable television is a fertile hunting ground. Job opportunities abound because it's still a new industry.

NEW LOOK/Con't...

The *Black Alumni Network Newsletter* was formed in 1980 by graduates of Columbia University's school of journalism. About 30 issues were circulated in the publication's infancy.

Today our circulation is about 300, and our readers include alumni, working journalists, news media companies, colleges and journalism organizations.

Our readers are from all parts of the United States and Canada, the Caribbean and West Africa.

With your support, we will continue to grow.

BLACK ALUMNI NETWORK NEWSLETTER

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N. Y. Scandal Catches Watchdogs Asleep

By Wayne J. Dawkins

NEW YORK - The scandal broke last February.

Queens Borough President Donald Manes - a city power broker for 14 years who was linked to a city Parking Violations Bureau (PVB) scam - resigned under fire. Last month he was found dead in his kitchen from a self-inflicted knife wound.

Manes, 52, had not been charged with any crimes. But law enforcement officials believe at least one of his associates had accepted bribes in exchange for political favors.

Why did the media virtually ignore until it was too late the federal investigation of a \$22 million PVB contract to a company in which a major stockholder is Bronx Democratic boss Stanley Friedman, an ally of Mayor Edward I. Koch?

Since the start of the year, about two dozen city officials, including commissioners and department heads, have resigned in the wake of the scandal (at press time two parking company officials were indicted and Friedman was to surrender to authorities).

In both cases, observers maintain, the press was caught napping.

"The media didn't expose this," said *Daily News* columnist Earl Caldwell.

"It was something it couldn't get out of the way of."

Caldwell was among four panelists who spoke last month on how the city news media cover politics. *Village Voice* staff writer Wayne Barrett; John Davis, columnist and former New York *Amsterdam News* editor; and *Essence Magazine* investigative reporter Jill Nelson described their experiences and offered tips on newsgathering to an overflow crowd of 75 people at NYABJ's monthly meeting. Les Payne of *Newsday* moderated the forum, held at *Black Enterprise Magazine*.

Panelists spent much of the forum explaining why the major New York City dailies - *The New York Times*, *Daily News* and *New York Post* - fall short in covering government and politics.

"If you want to look at the way the media covers politics, look at the way the media covers the Board of Estimate" - infrequently and with little depth.

The mayor, city council president, controller and five borough presidents sit on the board and approve millions of dollars worth of city contracts, usually sought by private companies.

"In smaller cities, there's more scrutiny of government by the media. We've gotten off-course and it's because of a lack of competition," said Caldwell.

Barrett, who has written about 1,500 stories, mostly on "greed or racism" for the weekly *Voice* since the 1970s, said, "The (daily) papers haven't covered the mayor with a quasi-critical eye for years."

Mayor Koch knew there were crooks in city government when he took office, said Barrett, but the mayor only attacked anti-poverty programs and let agencies like the PVB "rake in money for years."

And, for years the three-term mayor received kid-glove treatment by the daily press, the panelists said.

"Koch has intimidated the media," said Caldwell. "It's a national disgrace."

"We're seeing a out-and-run operation," added Jill Nelson of *Essence*. "Koch entered into a perverted union with the media," which presents him to national audiences as a distorted symbol of the "typical" New Yorker: a rude, boorish, egomaniacal wiseguy.

John Davis said the media follows "tribal instincts" in its coverage of Koch.

"It's their instinct to protect their mayor."

Davis explained that unlike other cities, such as Newark and Chicago - where the news media acknowledged there was a fight for political power between established white ethnics and blacks and Hispanics - it was taboo in New York to acknowledge a political struggle between Jews, blacks and Hispanics.

On the all-white Board of Estimate, six of its eight members are Jewish - this in a city that is at least 45 percent black and Hispanic.

Caldwell called the situation "taxation without representation," and Barrett said "there has to be some recognition by (the Jewish political power structure) that controlling six of eight seats on the Board of Estimate is not in their best interests."

Making an easy \$250K

New York City's black and Hispanic readers are loyal supporters of daily newspapers but they get little in return, lamented Earl Caldwell of the *Daily News*.

"The biggest thing blacks and Puerto Ricans do together in New York is put \$250,000 in a pot every day and give it to the *Daily News*. The *New York Post* gets three-quarters of that. And they (the readers) don't demand a thing (comprehensive coverage) in return."

Caldwell added that an estimated 40 percent of *Daily News* readership is black and Hispanic.

EDITOR-BASHING

Ex-Hitter Learns About Life on the Desk

By Betty Winston Baye

Louisville, Ky. - During my years as a journalist, I've often engaged in that age-old reporter sport called "editor-bashing."

I confess. I've thought and said some terrible things about a few of my editors, especially the one who had an annoying habit of editing copy the moment it popped up on his screen and yelling out questions that would have been answered had he only bothered to read three more paragraphs.

Well today, I sit with the shoe is on the other foot, and it's an awesome feeling; sort of like "put your money where your mouth is, smart ass."

In early January, I was chosen for one of five assistant city editor slots created at *The Courier-Journal* and *Louisville Times* as a result of the December merger of the two competing newspapers.

It took me a minute to discover that the quantum leap into middle management isn't all glory. For example, at my shop editors don't get paid for overtime.

Also, my work hours are 5 a.m. to 2 p.m. Tuesday through Saturday. I have nightmares about the horrible fate that awaits me when the day comes that my body simply refuses to respond to the insistent and loud urgings of the three alarm clocks I've put in strategic locations around my house to guarantee I've got to at least get up to shut them off.

My friends have tried to console me by reminding me that Bryant Gumbel also has to get up early. That's not much comfort for several reasons. First, Gumbel makes a lot more money than I do, and he also gets picked up and whisked to work by limousine. But even more importantly, people at the studio are paid to make Gumbel up so he looks human. In my case, what you see is what you get.

In addition, going to bed early (usually no later than 10 p.m.) means missing significant late-night television programming like *Miami Vice*, "the news at 11" and Ted Koppel's interviews with such newsmakers as Moammar Khadafy, Imelda Marcos and Pk Botha.

Becoming an editor means suddenly having to learn the wonders of technology. Imagine what "fun" I have around 5 a.m. poking around in obscure computer queues trying to find a Page One story that somehow got lost.

And imagine what joy one derives from having to take a perfectly good, well-written, well-researched 30-inch story and cutting it to 15 inches because the news editor said, "sorry kid, but we ain't got the space." You hate yourself for having to do it, and the reporter who slaved for hours writing the story - and then put in more time going back and getting answers to all the questions you, as editor, have insisted must be answered - hates you even more.

Becoming an editor expands your vocabulary. You learn new words like "deadline, deadline, deadline, rim, slot and oh shit! the system is crashing."

My most optimistic editor friends claim it will all get easier as time goes on. They that I, like they, will develop survival techniques like making a face that says to all the world, "don't mess with me today."

Perhaps I'll eventually learn how to "not take it too personal" when I hear people whispering behind my back, or maybe even saying aloud "God, she's dumb" or there goes another example of "the Peter Principle."

Maybe I'll adjust to eating alone in the lounge of the women's bathroom because some of my friends don't trust me anymore and view me as "the enemy."

Or maybe I'll just have to develop a tougher veneer and gain some small comfort from the knowledge that I'm not the first who has trod this path, and no matter what I do or say, "editor-bashing" is part of this business called Journalism.

NABJ Picks Reston, Va., For Nat'l Office, Seeks Exec. Director

By Wayne J. Dawkins

The National Association of Black Journalists has selected the Newspaper Center in Reston, Va., for its permanent national headquarters, and the board has launched a national search for an executive director.

Target date for the start of operations is September.

The 15 board members present at the winter meeting March 21-22 in Boston also agreed on proposed constitution and bylaws changes that include new NABJ region boundary lines. In addition, a \$371,450 1985-86 operating budget was adopted.

Reston was selected as permanent national headquarters based on the recommendation of the board site selection committee, which also reviewed proposals from Baltimore and Washington, D.C.

"The bottom line was the only national office we could afford was the Reston site," said Mervin Aubespain, one committee member. (Also on the committee were Albert Fitzpatrick, Tony Cox, Betty Winston Baye, Thomas Morgan, Michael Days and Gayle Pollard.)

The Newspaper Center will provide a 300-square-foot office (about 17-by-17 square feet) at a monthly rental of \$345. The center will pay utility costs and provide free parking and custodial services and use of the center photocopier and library.

Rental costs were about one-fourth the price for space in the National Press Building in Washington or the Brokerage, a restored downtown office building in Baltimore.

The Newspaper Center is headquarters for 50 newspaper organizations from the United States and countries such as Canada and Japan.

Site committee members said they were aware NABJ broadcast members might take issue with selecting a newspaper building for a permanent office. But Aubespain noted that the lease agreement was for one year, with a renewable option.

Currently, the temporary national office is at Knight-Ridder Newspapers' headquarters in Miami, where NABJ President Fitzpatrick works. From fall 1983 to October 1985, the office was in Louisville, home of immediate past president Aubespain of the Courier-Journal & Times. Before 1983, there was no national office.

In past administrations, NABJ members discussed establishing the national office at a historic black college with a strong journalism department. But no decision was ever reached.

With the Reston selection, the board also agreed to hire an executive director to manage day-to-day NABJ affairs, freeing the board to set policy and chart the organization's direction.

The board unanimously voted to conduct a national search for an executive director and contract an executive search firm to look for candidates.

A maximum of \$15,000 was earmarked for the search. Korn/Ferry International of Los Angeles, Richard Clarke Associates, Toby Clark Associates, both of New York, and James H. Lowery & Associates of Chicago are among the companies vying for the job.

Salary range for the executive director was set at \$40,000-45,000. The amount was based on living costs in Greater Washington, the candidate's skills and experience and a comparison of comparable managerial salaries in the area.

A permanent national office and executive director are necessary to better serve an organization whose membership has tripled in three years, from about 350 in 1983 to 1,000, and continues to grow.

Another pressing need was revising NABJ's constitution and bylaws to eliminate loopholes, clarify ambiguous guidelines and adjust regional boundaries to relieve overcrowded areas and boost underutilized areas.

After several hours of intense debate, the board unanimously agreed to reduce NABJ regions from 10 to nine.

Highlights include splitting Region V, eight southern states that span 1,200 miles and contain 20 to 30 percent of NABJ members. The realignment also calls for reappropriating the Rocky Mountain states of Region IX - which contains less than 1 percent of NABJ membership and has no regional director - to Region X (West Coast) and Region VIII (Midwest).

Proposed constitution & bylaws changes are to be mailed to NABJ members in late April. Members will vote on the proposal this August at NABJ's national convention in Dallas.

The \$371,450 1985-86 budget Treasurer Morgan presented to the board was the organization's first year-long document ever. Previously, budget reports were issued quarterly. Revenues include \$191,450 in corporate contributions, \$135,000 from convention registration fees and \$45,000 in membership dues.

Expenditures total about \$212,740 and include convention expenses; the scholarship and internship programs; the NABJ Journal; and salaries for an executive director and an administrative assistant. Revenue after expenses is about \$158,710 - the largest projected surplus in NABJ's 10-year history.

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A new business magazine based in Chicago is looking for free-lance writers and a full-time managing editor. The magazine's projected circulation is 200,000. Send resume and writing samples to Bryan Bennett, P.O. Box 11290, Chicago, Ill. 60611.

.....The *Orlando Sentinel* is seeking a reporter for its Daytona Beach bureau. Minimum three to four years' reporting experience preferred. Daytona Beach, home of Bethune-Cookman University, has a large black community. The newspaper's circulation is 245,000 daily and 310,000 Sunday. Call Bill Skutt, regional editor, (305)420-5411.

.....The *Courier-Post* in Cherry Hill, N.J., is looking for reporters. The primary circulation area of the South Jersey newspaper is Camden, Burlington and Gloucester counties. The newspaper is a 10-minute drive from Philadelphia. Write to William Chanin, executive editor, *Courier-Post*, 301 Outhbert Blvd., Cherry Hill, N.J. 08002

JOBLINE

.....The *Detroit News* has these openings: three copy editors; a rewrite person; rewrite copy editor; photographer; fashion writer; general business writer; editorial assistant for the TV log; and a clerk for the editorial switchboard. Contact Ben Burns, executive editor, at The News, 615 W. Lafayette Blvd., Detroit, Mich. 48231.

.....At the *Detroit Free Press*, applications are being sought for copy editors for the news, sports and feature desks, assistant editors for business, national/foreign and the Way We Live departments; assistant picture editor and two business reporters. Contact Charles Fancher, assistant to the executive editor, (312)222-7858, or Scott Bosley, managing editor, (313)222-6821.

.....*WJBK-TV* Detroit is looking for a general assignment reporter with at least four years' experience. Send tape and resume to Bill Vance, news director, P.O. Box 2000, Southfield, Mich. 48037.

.....*WDAF-TV* Detroit is accepting summer intern applications for the news, sports, public affairs, press, publicity, programming and promotion departments. Call Sylvia King, internship coordinator, (313)222-0444.

.....*WJR-AM* Detroit has an opening for a sports talk show producer/sportscoaster.

Job requires three to five years' experience covering pro sports franchises and athletes. Send resume and salary requirements to Frank Beckman, 2100 Fisher Building, Detroit, Mich. 48202. *FBS* has a job information hot line that lists openings in many states. Call 1-800-582-8220.

JOBS REPORT/Con't...

about the findings. "I wouldn't look at it with any great pessimism...More people are out in the job market. Sometimes percentages are deceptive."

Engleman went on to note that while 10.8 percent of survey respondents were minorities, 11.5 percent of graduates hired by news and communications companies last year were minorities.

Carl Morris of the American Society of Newspaper Editors (ASNE) said, "I was disturbed by that report because my belief was to the contrary...There are solid indications that minorities are being hired."

ASNE, which has staged more than a dozen regional job fairs over the past two years, will release its own survey of minority hiring in the newspaper business this month.

In the Newspaper Fund report, minorities were among 11.1 percent of the graduates daily newspapers hired last year. Minorities were among 13.6 percent of the hires at television and radio stations (the survey noted that 25 percent of the minority graduates majored in broadcast journalism).

At advertising and public relations companies, 4.8 percent of their hires were minority graduates.

Overall, four to six months after graduation in 1985, 55.3 percent of journalism or communications graduates were working for the media. Other fields employed 26.1 percent of the 1985 class; another 6.6 percent went to graduate school, and 12 percent were unemployed at the time of the survey.

Daily newspapers had the biggest one-year increase in starting salaries of the media professions. Median salary last year was \$13,320, up \$1,560 from 1984. Public relations remained the highest-paying at \$14,560, despite a \$500 drop in median salary.

Beginning broadcast salaries held steady at \$11,180 in 1985, the same as 1984.

Of the minority journalism graduates surveyed, one-third attended colleges in the Mid-Atlantic states, and an additional one-third went to schools in the South and Midwest.

The Newspaper Fund polled nearly 10 percent of all 1985 college graduates who majored in journalism or communications. About 54 percent of the graduates completed the survey.

Budget Update

December 15 Balance: \$ 97

1986 New and Renewal

Subscriptions: 350

Subtotal: 447

January through March

Printings: 314

Subtotal 133

Printing supplies and maintenance 22

Balance (before April issue) \$111

The last budget update appeared in the January newsletter.

SAW Newsletter is an independent publication and its only funding source is *gov*. Please renew promptly before your subscription expires. New readers who haven't sent their check yet should drop one in the mail to ensure uninterrupted service.

PATRICIA MCCAUGHAN, '83, has joined the *Lansing State JOURNAL* (Mich.) as a business reporter. She was previously a reporter at the *Niagara GAZETTE* in upstate New York for 1 1/2 years.....Late last month **JILL NELSON**, '80, went to Haiti on assignment for *ESSENCE* Magazine. Look forward to eye-opening reports when she returns.....**FRED JOHNSON**, '80, was one of the writers for the March 8 episode of "227" (NBC). The story line was lottery fever - how it raises anxiety levels, strains friendships, and often drains pocket and purse.....**BETTY WINSTON BAYE**, '80, was named the Louisville *COURIER-JOURNAL & TIMES* 1985 Black Achiever last month. The recognition comes with responsibility: For the next year she will serve as a role model for young people by counseling, leading group discussions and conducting

B.A.N. PEOPLE

field trips to her newspaper to demonstrate how she does her job.....**EVELYN C. WHITE**'s, '85, *"In Chain Chain Change: For Black Women Dealing with Physical and Emotional Abuse"* (Seal Press), a non-fiction book on domestic violence and black women, recently hit the stands with critical acclaim from at least one reviewer. A Feb. 19 opinion piece by Rochester *DEMOCRAT & CHRONICLE* writer Richard Prince said "Evelyn C. White agrees that abusing men come from all races and classes. "But she notes that, according to FBI statistics, black women are at greater risk than others of being raped. "The sense of powerlessness and low self-esteem found among many blacks sometimes make black women convenient outlets for black men's rage - at themselves, at point ("Color Purple" author Alice Walker makes in her fiction, but not translated to the screen." Evelyn is a reporter at the San Francisco *CHRONICLE*.....During a visit to Boston we saw **Rita Thompson**, '80, who produces a newsmagazine show on WCVB-TV called *"Chronicle"*. **CRAIG HARBERRY**, '85, who is interning at the same station as part of nine-month fellowship, and **WILLIAM H. WRIGHT**, '79, who is communications director for the Boston Housing Authority. For you '80, grads, we also saw classmate **John Strahinich**, who is a writer at *Boston Magazine*, we learned **Craig Rose** writes for an electronics trade magazine in the city and **Bella English** is a reporter at *The Boston Globe*.

NABJ REPORT/Con't...

In other action:

* Miami was selected as the 1987 national convention site. Cornelius Foote and Michael Queen of the South Florida Association of Black Journalists said their affiliate chapter and other organizations in the state had the resources and ability to host a successful meeting.

Queen said workshops will be tailored to the wide range of professional tracks of NABJ members, and will offer intense training programs similar to American Press Institute's and the Poynter Institute's.

But members will also have time to enjoy the fun and sun of Miami.

NABJ board members noted that now is the time for local organizations to prepare proposals for the 1988 and 1989 conventions.

* The Atlanta Association of Black Journalists was approved as an affiliate chapter, and Western Kentucky University was approved as a student affiliate chapter. NABJ now has 17 professional chapters.

* About \$12,000 in scholarships were awarded students by black journalist organizations around the nation.

In journalism education and training, this fall 15 minority college journalism students are to be paired with members of the Baltimore Association of Black Media Workers, who will serve as mentors. The mentors will introduce students to the working news media and monitor students' work. In Atlanta, a student newspaper editor received a \$1,000 scholarship and will travel to West Germany to participate in the Young Journalists Exchange Program. Pittsburgh and Minneapolis/St. Paul organizations are running urban journalism workshops for students in print and broadcast.

* NABJ and the National Association of Hispanic Journalists boards will meet jointly in Philadelphia this fall.

* The next NABJ board meeting is June 6-7 in Dallas.

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One year of BAN Newsletter: \$15; Two years: \$25

Media Mergers/Con't...

Louisville Newspapers: Tears, Fears, and Rumors

The last few months at *The Louisville Courier-Journal and Times* have been marked by tears, fears, rumors and rumors of rumors. And while on the surface it's been business as usual, a lot of folks are feeling angry and betrayed, and many are worried as hell about what will happen to them when the Bingham of Louisville complete

negotiations to sell the communications empire they've built over three generations.

The Bingham announced their intention to sell the newspapers, their television station and their printing company, Standard Gravure, in early January.

In the weeks since, the Bingham have publicly squabbled about who is responsible for breaking up the empire and how much money each family member will receive once the sale goes through.

Meanwhile, the Bingham's editorial employees (who are not unionized) are worried about bread and butter issues like whether the new owners will maintain their insurance and health benefits at the same levels and retain the company's day-care center and \$3-a-week health club.

Many reporters and editors send out stacks of resumes each week. Some have already left, and others swear they'll take the first offer that comes along. A small group of editorial workers are trying to organize a chapter of the Newspaper Guild and are meeting some resistance from those convinced that bringing in the union will only antagonize the new owners.

Recent reports say it's likely the newspapers will be sold by Kentucky Derby time, the first week in May. The names of potential buyers heard most often include *The New York Times*, *The Washington Post*, Gannett and Times-Mirror, owner of *The Los Angeles Times*.

But the bottom line is that no matter who buys the newspapers, the uncertainty and rumors will go on for months.

— Betty Winston Baye

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NETWORK

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BLACK ALUMNI NETWORK

Volume VI, Number 7

JULY 1986

* Our Sixth *
* Anniversary *

S. African Journalist's Account:

Dodging Bullets and Press Censorship

By **WAYNE J. DAWKINS**

PHILADELPHIA — The ability to adequately cover the violent upheaval in South Africa shrinks daily, a black South African journalist said last month.

"First it was difficult to work but now it's almost impossible," Rih Mkhondo told 20 members of the Philadelphia Association of Black Journalists (PABJ). He spoke six days after the white-minority government instituted a second state of emergency nationwide that allowed sweeping police powers and muzzled the news media, foreign and domestic.

Mkhondo and other South African journalists are shackled by 180 laws governing what can and cannot be printed. A section of the Internal Security Act, for example, says the press cannot publish information unless it is sure it is true. Police have six months to confirm "the truth."

"You can't write anything subversive," Mkhondo said. "But nobody knows what subversive is."

Mkhondo, 30, a reporter at The Johannesburg STAR, is one of 10 Alfred E. Friendly Fellows, foreign journalists who work five months on American dailies. The program aims for better understanding between journalists here and abroad. Mkhondo was assigned to The Philadelphia INQUIRER.

The STAR (circ. 220,000) is the largest daily in South Africa. Mkhondo formerly worked for the RAND DAILY MAIL (circ. 120,000) a liberal-leaning paper critical of the apartheid regime which folded in April 1985.

Mkhondo has been a reporter four years but his family wishes he would get out of the business. He has been shot at least three times while on assignment. Once he was wounded and had to be hospitalized a month. He has also been arrested about six times.

At the STAR Mkhondo is one of eight black journalists on a staff of about 70. White reporters rarely cover the dangerous assignments but are promoted and given raises faster than his black colleagues, he

said. The STAR publishes five editions daily. Most black readers read the Africa edition and most whites see the later editions, which carry less news of the bloodshed in black townships.

After brief remarks, Mkhondo answered questions for an hour. Among his comments:

* It was no surprise that millions of black South Africans refused to work June 16, anniversary of the 1976 Soweto uprising and massacre. People are more politicized and they can effectively spread word of mass strikes through pamphlets. On June 16 it is tradition that millions of blacks do not go to work.

Continued on PAGE 4



Mkhondo

Jackson: Keep South Africa, Drought, at Top of News

By **TOMY CHAPPELLE**

NEW YORK — Nearly 250 black media persons May 29 were entreated by the Rev. Jesse Jackson that they "cover the stories the white media doesn't want you to do."

He said: "Your job must continue to be to prove to black America that it is indeed a giant and not a grasshopper as we have been lead to believe."

Jackson spoke at a special rally at Martin Luther King Jr. High School called by the New York Association of Black Journalists and the Black Employees Association of CBS Inc.

Jackson was in the metropolitan area to boost the election campaign of Newark, N.J. City Councilman Donald Payne who ran last month for the 10th U.S.

Congressional District seat. Payne, who lost, challenged 19-term incumbent, U.S. Rep. Peter Rodino, 77, in the Democratic primary in the heavily-Democratic and black district, which includes Newark. Had the challenger won, he would have become the first black congressman in the state's history.

In the same spirit of his recent offensive against the CBS television Network, which he charges lacks black

staffers and decision makers, Jackson told the media careerists gathered that they must search for inherently black stories and angles.

Repeating the message he is currently sharing with black media nationwide, Jackson said that nuclear waste dumps set near black communities, the continuing carnage in South Africa, and drought in the Motherland, must all be kept on the pages and airwaves of the mainstream press.

Jackson gave an example of how many

Continued on PAGE 4

And So We Dream

By **BETTY WINSTON BAYE**

LOUISVILLE, KY. - "Happy New Year" and "Happy Birthday" to our beloved Black Alumni Network newsletter. It's our sixth birthday, and we've got lots to celebrate as our newsy little publication happily moves toward adolescence.

And though we're still growing, we who've been involved with BAN since the day it was conceived in the backroom of a student hangout, the West End bar, not far from Columbia University, have come this far by faith and commitment.

Today, BAN has more than 200 subscribers, is produced on a computer, and ranges anywhere from eight to 12 pages an issue. The newsletter has pictures, graphics, job listings, media notes, people notes, letters to the editor, and increasingly better and longer articles about the business of journalism.

And brothers and sisters that's saying a lot.

Consider that BAN began as a one-page, typed back and front, legal-size, sheet aimed primarily at black students in the J-school Class of 1980, who sat down one day and said we'd keep in touch. But even then, we wanted to do more than merely establish a network for ourselves. We decided to stay on top of policies and practices at the J-School, particularly as they affected blacks. We decided that we would seek out and give advice to young men and women who wanted to attend the J-school. We've done that and will continue to do that.

BAN has come a long way when one considers that it relies solely on income derived from subscribers and the individuals, mostly J-school graduates from various years, who regularly donate more than the normal subscription rate to help pay for stamps and printing expenses.

BAN is indeed a labor of love.

Our editors and writers (some of whom never attended the J-school, but simply believe in our cause) don't get paid for what they do and, more often than not, spend their own money to keep the network alive.

We're proud of BAN too because it's been consistent. It's never missed a month of publication. But like everything, there's a primary reason why BAN has been consistent, and that reason quite simply is a shy, unassuming, hard-working guy named Wayne J. Dawkins.

Wayne has been the fuel that has kept our fires burning. He's the one who spends days, nights and weekends on the telephone (at his own expense) assigning stories, typing and editing copy, selecting pictures, doing layouts, typing labels, ticking stamps and getting the newsletter in the mail.



Wayne is BAN's idea man, its researcher, its keeper of the mailing list, its subscription department and its editor-in-chief.

And through it all, Wayne has never complained that BAN is a burden or said that's he going to give it

all up because he often can't get from us the help that he needs. He's been understanding when some of us have missed our deadlines, and more importantly, Wayne has never asked any of us to do as much as he's done himself.

Wayne is the personification of commitment.

He's been my personal bridge over troubled water. He helped me get my first job in journalism and has turned me on to other opportunities in the industry. He's been a calming voice of reason when I was irrational and grappled with important career decisions.

He's been the comrade who regularly sends me clippings from various newspapers and magazines on issues he knows I'm interested in.

I am blessed and BAN is blessed to have Wayne Dawkins as a founder, a member, a leader and a guiding spirit.

And yet we dream. One of Wayne's dreams is to make BAN better and better on a month-by-month basis. But his ultimate hope, one that's shared by many of us who've stayed in touch over these last six years, is for BAN to evolve into a sophisticated, well-written, tightly edited, black journalism review. A review that will critically analyze this industry and our role, as blacks, in it. A review that will give black journalists the time and space to write from their hearts.

Dream on Wayne. Dream on BAN, and let us forever remain together. And let us never forget from whence we came and how far we can go if we only just believe and stayed committed to doing for ourselves what others never will and should not be expected to do for us.

BLACK ALUMNI NETWORK NEWSLETTER

412 Wadsworth Ave.
Philadelphia, Pa. 19119

Wayne J. Dawkins
EDITOR

Betty Winston Baye
Kenneth M. Jones
REGIONAL EDITORS

Joyce Ingram
Esther Iwerem
ASSOCIATE EDITORS

(215)248-2798

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Graduate School of Journal-
ism alumni.

Budget Update

June 15 Balance: \$111

1986 New and Renewal
Subscriptions: 301

Subtotal: \$412

April, May & June
Printings: 339

Subtotal 73

Printing supplies
and maintenance 0

Balance
(before July issue) \$ 73

The last budget update appeared in
the April newsletter.

BAN Newsletter is an independent
publication and its only funding
source is you.

Please renew promptly before your
subscription expires. New readers
who haven't sent their check yet
should drop one in the mail to
ensure uninterrupted service.

CLASS OF '86 UPDATE. A number of recent graduates quickly traded the classroom for the newsrooms: Several have fellowships to do reporting overseas. **Karen Thomas** won a traveling fellowship to Ghana. This month she will be reporting on the black American community that settled in that West African nation decades ago. This month the body of **W.E.B. Du Bois**, buried near military property in Accra, will be moved and placed next to the body of his wife, Shirley, and their house is to be declared a national monument. When Karen returns she begins work at the Chicago TRIBUNE as a reporter. Meanwhile, **Jennie Bourne**, recipient of a McCloy Fellowship, travels to West Germany in September. She plans to report on black expatriates in that country and the uneasy relationship between West German nationals and

B.A.N. PEOPLE

black G.I.s stationed there. Here's what some other graduates are doing: **Toni Joseph** and **Jacquelyn Gray** are intern reporters at the Miami HERALD; **Bridgette Davis** is an intern reporter at the WALL STREET JOURNAL Detroit bureau; **Eric Elie** is a business writer at the Atlanta CONSTITUTION and **Anna Southall** is an intern at "WEST 57th ST.," the CBS news magazine. Graduates, we want to hear what you're doing. Drop us a line. Last spring **Larry Conley**, '76, became executive editor of MEMPHIS Magazine. He had been a contributing editor to the magazine since 1983. Conley has come a long way since 1977, when as a freelance writer, the first piece he submitted was rejected. **Ernest Tellerson**, '75, former Philadelphia INQUIRER Trenton bureau correspondent, is an editorial writer for New York NEWSDAY. **Ken Jones**, '81, who normally is in between free-lance writing assignments, was on the TV talk show circuit lately. After an appearance last month on the Phil Donahue Show for a segment on male stress, he was invited to appear on Oprah Winfrey's talk show in Chicago to participate in a panel on "success dropouts" - people who worked in the mainstream and switched to alternative careers. In this month's ESSENCE

Magazine **Jill Nelson's**, '80, essay "Armageddon is Now" notes that as we witness America's 210th Independence Day, black Americans must ready themselves for a widening struggle - the battle for our minds: "Two hundred years after the founding of the union we remain outsiders, shadowy participants in the mainstream of American life and equally vague players in our own lives and lives of our communities. We are, as a people, betwixt and between; neither a part of the American way nor at one with ourselves and one another..." "The Battle of Armageddon that African-Americans are faced with today is a

battle for self-definition, our own value system and empowerment."..... **Richard Pryor** bared his soul to US Magazine contributing editor **James McBride**, '80, in a June 16 cover story. McBride reports that Pryor, who six years ago nearly burned to death in a reported cocaine-related accident, is a new man. "He chose to face himself. Today Richard Pryor is a changed man - free of drug addiction, anger and a turbulent past that both tormented him and made him brilliant." Of mixed reviews of his new movie, "Jo Jo Dancer, Your Life is calling," Pryor said: "Suppose it is the worst film in the world. Suppose it does get smashed by the critics. I won't die. I'll just go on and do something else I'm brave enough to be sober. That's a big step for Richard. I didn't think I was that kind of person."



W.E.B. Du Bois



Ken Jones

The 11th MABJ Convention
("Freedom of the Press, Freedom of the People") is in Dallas Aug. 13-17. Register now for the lowest rates. Contact **Alexis Yancey**, convention chairwoman, A.H. Belo Corp./Suite 343, Dallas, Tx. 75265. Or contact the MABJ regional director in your area.



James McBride

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JACKSON/Con't

white reporters distort black self-determination. In the New Jersey campaign, he said he'd been asked if he

Jackson said that nuclear waste dumps set near black communities, the continuing carnage in South Africa, and drought in the Motherland, must all be kept on the pages and airwaves of the mainstream press.

wasn't being reversely racist because Congressman Rodino's opponent was black. Jackson said the issue wasn't just that Rodino was a white man, but that his constituency had become younger, more interested in a new political order, and

Many of you are on the move: Moving to new homes and jobs. Please let us know. Send a change-of-address card, postcard or letter so we can serve you better and save our precious resources.

well as becoming increasingly black.

On the issue of the CBS boycott that Operation PUSH has undertaken in several U.S. cities, Jackson joked that the network had hastily hired a black general manager and station manager at its Chicago and New York owned-and-operated stations, but denied that the boycott had prompted any of them.

Jackson cited black employee statistics he said were dismal at all three networks (CBS, NBC and ABC). He also indicated that a boycott headed by the Rev. Herbert Daughtry, an activist Brooklyn minister, may be forthcoming in New York City.

New Service

Do you have an item (machinery, stationery) you want to sell, or a service you can provide (i.e. typing, consulting, computers, research)?

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S. African Censorship/Con't

* Unlike American dailies, in South African newspapers there "is no time for side (feature) stories." Coverage is consumed with the apartheid issue.

* South Africa's economy is crumbling but American and British businesses keep it functioning. That is why pressure is strongest on these two countries to impose sanctions...As time passes, to black South Africans, "the U.S.(government) is becoming more and more unfavorable." An indicator was pro-Libya rallies after the United States attacked the North African country last spring.

* There are signs of holes in the South African military's armor. The end-conscription campaign by whites is 10 years old and is gaining momentum. Whites who resist military service face three-year jail terms. Another sign of weakening is the army supplementing or replacing police patrols in black townships since 1976.

Asked if he could face retaliation at home if he criticized South Africa's white minority regime, Mkhondo answered: "We have suffered so much, we don't worry about that."

Cue us in: Send us comments, clippings, observations on events and trends that involve minorities and the news media.

BLACK
ALUMNI
NETWORK

412 Wadsworth Avenue
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BLACK ALUMNI NETWORK

Volume VI, Number 8

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AUGUST 1986

What Have You Done for You Lately?

By Esther Iverem

NEW YORK - It's often a lot easier to drive through the Burger King and pick up some chicken nuggets than to putter around the kitchen preparing a balanced meal.

And though we've all heard about the hazards of sugary and fatty foods, caffeine, alcohol and cigarettes - and the benefits of eating fresh fruits and vegetables - few of us follow suit.

For example, only 4 in 10 Americans "try a lot" to avoid high-cholesterol foods, such as red meat and eggs, according to a recently released Gallup Poll.

Cholesterol clogs the arteries and increases the risk of cardiovascular

disease, the nation's leading cause of death. Few of us, however, think we're flirting with death while eating a flame-broiled burger for lunch.

The fact is that old habits die hard. And when we're convinced that we are too busy to take care with what we eat, a bad diet is even harder to break.

The starting point for each of us has to be a serious assessment of our health, an appreciation of our bodies and an understanding of what elements in our diets or environment can be harmful or helpful. This understanding is key. It is the only thing we have to keep us on the right track. We need more than fear of fat to be able to pass up, for example Mrs. Field's Cookies or Steve's Ice Cream, or

BUSY
BUT
HEALTHY



the office coffee and candy machine on a daily basis.

In this brief column, I cannot begin to describe the workings or shining miracles of the human body. And I cannot instill in you a sense of duty to yourself.

Continued on PAGE 3

NABJ Convention '86 Press Freedom, Political Debate & Buffalo Soldiers

Time is running out to register for the event you won't want to miss.

Last-minute preparations for the 11th annual convention of the National Association of Black Journalists in Dallas are going on feverishly.

Hundreds of journalists have preregistered, and turnout may surpass last year's gathering, reports convention chairwoman Alexis Yancey. About 1,200 people attended the 1985 gathering in Baltimore, NABJ's biggest ever.

The theme of this year's convention will be "Freedom of the Press, Freedom of the People" - the burning phenomenon of the late 1980s.

Among the issues: U.S. government attempts to restrict information;

Continued on PAGE 3

National Reporter Marches to Beat of Own Drummer

By WAYNE J. DAWKINS

As a child growing up in Conyers, Ga., (pop. 4,890) a rural town 25 miles east of Atlanta, Ethelene Shipp recalled recently, "I knew only two things I liked doing - writing and talking."

Among the many things she said she hated were the prospects the town offered black people in the 1960s and

"escape" to faraway places and meet exciting, interesting people. She was reading before she entered the first grade. As she grew up history, especially Afro-American history, and Nancy Drew mysteries were some of her favorites.

Shipp, 31, did her undergraduate study at the University of Georgia. In 1979 she graduated from the Columbia University Graduate School of Journalism and the following year earned another degree from Columbia University Law School.

Since 1980, she has been a reporter with The New York TIMES. In the fall of 1983, E.R. Shipp (as you see her byline in The Times) joined the paper's three-person Chicago bureau as a Midwest correspondent.

She's learned many lessons.

Continued on PAGE 6

Profile

1970s: a lifetime of toiling as a domestic, working in the local paint factory or waiting on customers at a fast-food restaurant.

Shipp was the oldest of six children. Before she reached adolescence, her mother was preparing her to be a maid.

But education helped Shipp escape Conyers, the same way books helped her

I Was Just Thinkin'...

By MICHELLE JOHNSON

BOSTON—The editor has a confession to make. Her ideas for this month's column are about as long as spring in New England.

Patience than confuse the readership by running blank space here, I'll borrow a page from Mike Barnicle (Boston Globe columnist) and do a I Was Just Thinkin'...

Actually, I WAS just thinking about how sick I am of this ranting and raving about how "The Color Purple" is an affront to this and that. Discussion groups, a panel on Phil Donahue, essays... and then some misguided young fellow who wrote a

So, let's not pretend that those are the only stories that deserve to be told.

While it's true that I have some problems with the film adaption of "The Color Purple," I don't think it deserves the dismissal, wrath, protestations and rabid denunciations it has received in some quarters. It's Alice Walker's fictional story of one black woman's triumph over adversity. Can we talk about something else now?

.....And, I've also been thinking about what it means to be black and professional in this business. Every now and then it resembles a juggling act.

Keeping Responsibility to the Community, Loyalty to Profession and Personal Life going at the same time is no small feat!

And then there's those recently released studies showing that black professional women who haven't married by X age have a minuscule chance of ever marrying. My own mother even called me to see if I'd seen that one!

Say, Mom, considering the divorce rate among journalists....

On a more serious note, last month I admonished news organizations for conducting studies of warmed-over issues instead of implementing recommendations from those reports ("Post Survey Delays the Issue," June '86). A final thought: If they're serious about improving the numbers of minorities, minority managers, etc., why are we constantly being put on the defensive when expressing interest in programs and activities strictly geared toward minorities?

To paraphrase, they're part of the

solution, not the problem.

Michelle Johnson, '82, is a copy editor at the BOSTON GLOBE. She is editor of the BABJ [Boston Association of Black Journalists] NEWS.

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ism alumni.

Letters:

*Move Over Johnny,
Here's Ingxoxo!*

WINNIPEG, MANITOBA— Nice piece about Mkhondo ("Dodging Bullets and Press Censorship," July '86).

Winnipeg is far from the maddening crowd, which means I can't find the address for the "Star" (Johannesburg newspaper) clipping service. Can Mkhondo get it for me? I need information on the homelands, let's say from 1983, or earlier if possible. If Mkhondo has left the U.S., do you mind getting the address for me?

I have a publisher and a grand on my coming book about the homelands, but my research doesn't have anything current on the homelands.

If any of you guys are in Canada, fly to Winnipeg. I'll interview you on my weekly show "Ingxoxo," which is on Channel 13, a community channel. All volunteer, but it's a good introduction to TV, which I hate. But North America made me realize that if you can't beat them, join them. I've shelved my pride of being a writer for the time being. Ha! "Ingxoxo" means talk show. Move over Johnny Carson!

Happy sixth birthday Black Alumni Network! You've come a long way, baby!

Nonqaba Msimang, '83, is a native of South Africa



Can we talk about
something else now?

letter to the editor of the BAN Newsletter proclaiming, "I want a screenplay that shows perseverance.....over adversity."

Uh, pardon me. Are we discussing the same book and film here?

Despite Steven Spielberg's sanitized version of Alice Walker's book, I'd say that theme came through loud and clear in both versions.

Then there's the argument that we should be offering more positive representations of black folk. True, to a point. But I'm offended by the suggestion that ALL films, books, etc., about us have to be about lawyers, doctors and Dr. Huxtable/Bill Cosby types.

For one thing, that makes for some pretty one-dimensional entertainment, and for another thing, we're certainly not all doctors, lawyers and Dr. Huxtables.

Diet Strategies for Better Health/Con't...

I will say this: We only have one body and it's up to each of us to start taking the best care possible of ourselves - not only for longevity's sake but for better health, increased energy and even a better appearance now. In this and the next few columns we will explore the most difficult part of taking better care of yourself - getting started.

One logical first step is a visit to a holistic doctor, one who focuses on nutrition and prevention rather than just treatment of disease.

By the time I got around to seeing a professional nutritionist last year, I had been tinkering with my diet for years. I ate no pork, very little red meat and tried

to eat lots of fresh vegetables. But I was busy, too busy, I thought to eat properly on a regular basis.

Yet I was still surprised when my doctor informed me that I was critically anemic and suffering from a protein deficiency. She then prescribed a diet regimen, including iron and protein supplements to eliminate the problems. In a few weeks, I had more energy, looked better and many of my minor problems have since subsided.

My nutritionist was the first doctor who ever ordered extremely detailed tests of my blood, heart rhythms and breathing. And if I had stayed in Philadelphia, I would've been able to judge the longer-term improvement in my health as the tests were repeated at

The starting point for each of us has to be a serious assessment of our health, an appreciation of our bodies and an understanding of what elements in our diets or environment can be harmful or helpful...We need more than fear of fat to be able to pass up cookies, ice cream, or the office coffee and candy machine on a daily basis.

regular intervals.

As it turned out, I came to New York, continued a modified version of the regimen she developed for me and now I only occasionally consult with her. But her guidance was very valuable.

NEXT: Strategies for successfully avoiding junk foods and enjoying good foods.

Esther Iverem, '83, is on the national staff of *The New York Times*.

Newsmakers; Career-Aid; Art Texas-Style, at Convention/Con't

government repression of the press in Africa and Central America; and the searing debate between black liberals and moderates and black conservatives and right-wingers over the future of black America.

Confirmed speakers include the Rev. Allan Boesak, president, World Alliance of Reformed Churches and a founder of the United Democratic Front and Joseph Garba, chairman, United Nations Committee Against Apartheid.

Anti-apartheid activist Winnie Mandela agreed to address the convention if she can obtain a passport in time from the South African government.

Other speakers include U.S. Civil Rights Commissioner Mary Berry, New York Times executive editor A.M. Rosenthal and U.S. District Court Judge Aileen Hastings of Miami.

Nearly three-dozen workshops are planned for newspaper, magazine, television or radio journalists. They will cover such issues as specialty beats, new technology, black press, moving into management, media ownership, legal issues and coping skills in the work place.

Critique sessions will be held each day.

A seasoned pro will evaluate clips or tapes.

A jobs fair brings dozens of news media employers to one location. If you're looking for work, bring your resume.

Awards for the past year's best journalism, lifetime achievement and journalism of the year will be announced at a gala program.

Members will also meet NABJ's scholarship and internship winners.

Entertainment & Culture programs include the Black Cowboy Rodeo; the Buffalo Soldier Art & Sculpture Exhibit; the Tyler Film collection, black films from the 1930s and 1940s; and exclusive footage from "Eyes on the Prize," a documentary chronicling the civil rights struggle in America from 1954 to 1965. The full documentary will air next January on PBS.

The registration fee for NABJ members who belong to affiliate chapters is \$150. Other NABJ members pay \$175, non-members \$225. Full-time college students will be charged \$10, and they must present a current college ID and a letter from a school faculty member verifying full-time enrollment in a

journalism, mass communications or radio and television course. Students must purchase tickets for meal functions).

NABJ membership is \$50 for full members; \$25 for associate members - journalism teachers, former working journalists; and \$10 for students.

Full members must pay their 1986-87 membership to vote on constitutional changes and a proposed realignment of regional boundaries at the NABJ business meeting.

Mail registration and membership payment to:

Alexis Yanoe
NABJ Convention Chairwoman
A.H. Belo Corp. Building/Suite 343
Dallas, Texas 75265

Call Loews Anatole, the convention site, at (214)744-4260 to reserve a room. Tell the operator you are with NABJ to ensure that you get the reduced convention room rate.

Delta Airlines, the official airline of the convention, is offering discounts of at least 45 percent off regular fares. Call 1-800-241-6760 and refer to file number L0141 for reservations. Reserve now to take advantage of the discount rate.

The Baltimore SUN is looking for an assistant metro editor. Responsibilities include editing, planning, development and layout of the Sunday and Monday Maryland sections. Editing experience preferred. Call Tom Linthicum, metro editor, (301) 332-6100. Or write to The SUN, 501 N. Calvert St., Baltimore, Md. 21278.....**The New York TIMES** is recruiting for next year's copy editing training program. The program covers in one year what most editors learn in several years on the job. The first three months are spent reviewing grammar, learning to use the Harris computer system and understanding Times style. Afternoons are usually reserved for luncheons with editors and writers and discussions about the content of the paper. After a one-month reporting stint, trainees rotate from desk to desk, editing live copy. There are no guarantees at the end of the program; The Times has the

JOBLINE

option to hire or fire when the 12 months are over. Of course, candidates applying for this program should take special care to submit a neat, complete and grammatical cover letter and resume. Send it to Allan M. Siegal, news editor, at The New York TIMES, 229 W. 43rd St., New York, N.Y. 10036.....**GANNETT Westchester-Rockland Newspapers** is looking for an associate editor who would add a different voice to its editorial board. Responsibilities include writing a weekly column and writing one editorial per day. Salary range starts at \$5,000 to 40,000. Contact Lawrence K. Beaupre, executive editor, at GWRN, One Gannett Drive, White Plains, N.Y. 10604. Or call (914) 694-9300.....GWRN is also looking for an assistant metro editor for the early morning deadline shift. Duties include supervising and coordinating coverage of spot news. Call Sherman Bodner, managing editor for operations, (914) 694-9300

.....**Public/Private Ventures (P/PV)**, a national, non-profit program development and research organization in the field of employment and training is seeking a public relations director. Responsibilities include developing and carrying out a public relations plan, maintaining contacts with the national

press and media and preparing written materials. Candidate must have demonstrated writing ability, strong interest in social policy issues, creativity and a capacity to organize and manage a newly-created position. Salary range: \$25,000 to \$35,000. Letters of application and resumes should be sent no later than Aug. 15 to: Ms. Ceane Rabada, Public/Private Ventures, 399 Market St., Philadelphia, Pa. 19106-2178. Or call (215) 592-9099.....**The Detroit FREE PRESS** is looking for a reporter for its Oakland bureau and "The Way We Live" section. Write to Charles Fancher, assistant to the executive editor, at the newspaper, 321 W. Lafayette Blvd., Detroit, Mich. 48231. Or call (313) 222-7858.....**The Detroit NEWS** has openings for general assignment, business, fashion and sports reporters; a photographer and copy editor. Write to Bob Giles, executive editor, or Mark Hass, city editor, at The NEWS, 615 W. Lafayette Blvd., Detroit, Mich. 48231. The newspaper also has an opening for a special projects reporter. Contact Ben Burns, administrative editor at the above address.....**WDIV-TV 4**, Detroit, has these openings: News field producer. Three years broadcast news experience required. The other opening is for a general assignment reporter. Send letter and tapes to Dow Smith, news director, at 550 W. Lafayette Blvd., Detroit, Mich. 48231.....**WANG** is looking to fill posts of editor and associate editor of an inhouse publication called IMPACT which is geared to employees who repair and install computers (customer engineers). IMPACT is published quarterly. Applicants should have several years experience researching, writing and editing. Call Glenn Richards, executive editor, in Lawrence, Mass., at (617) 794-6492. For additional information, call Linda Marshall-Bibby at (617) 794-7119 or 794-6183.....**Boston College** had an opening for a sports publicity assistant who would assist in planning, designing and implementing programs and activities to facilitate exposure and media coverage. Applicant is required to have a demonstrated knowledge of journalism and publishing, strong communication skills and knowledge of a wide range of sports and be willing to travel during the season. Salary range \$16,500 to \$20,600. Contact Mary McMillan, employment manager, Boston College, Chestnut Hill, Mass. 02167.....

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Deadline for September 1986 issue is Aug. 15.

Display advertising copy must be camera-ready.

Advertising must be pre-paid, accompanied by check or money order payable to the **Black Alumni Network**.

Next month **NEWSDAY** national correspondent **Marilyn Milloy**, '82, opens the newspapers' Atlanta bureau. Marilyn will cover stories in the southeastern states for the Long Island newspaper. She has been with **Newsday** four years. Before that, she was a reporter for The Miami **HERALD**. **Gayle Taylor**, '86, began work as a reporter at the Worcester (Mass.) **TELEGRAM & GAZETTE**. Here's what some of her classmates are doing: **Rhoda McKinney** is a national correspondent for the National Newspaper Publishers Association (NNPA), the organization of black publishers. Rhoda is based in Washington. **Marjorie Valbrun** is a

production aide at CBS News in New York. Marjorie also does part-time reporting for her hometown newspaper, The **JOURNAL-NEWS** in Rockland County, N.Y....**Craig Marberry**, '85, joined **WXXI-TV** (NBC) in Winston Salem, N.C., this month as a general assignment reporter.

Since fall 1985, Craig was a reporter-trainee at **WCVB-TV** News, Boston. Craig was also a **Washington POST** summer intern. He has reported for several black newspapers, including the New York **AMSTERDAM NEWS**, **ATLANTA VOICE** and **GARY** (Ind.) **INFO**..... **Jill Nelson**, '80, was to be a guest of honor July 31 at a farewell toast at **Bargemusic** in scenic Brooklyn Heights, sponsored by



Jill Nelson

B.A.N. PEOPLE

the New York Association of Black Journalists. Jill, NYABJ's president, left New York and free-lancing last month for a staff position at the new **Washington POST** Sunday Magazine. Also to be toasted was **Peter Bailey**, a former NYABJ president, who is leaving the Big Apple to teach at Virginia Union University.....**Diann Burns**, '81, of **WLS-TV** Chicago this month was named one of the area's up-and-coming black business and professional women of 1986 by **DOLLARS & SENSE**, a black business magazine. Diann says: "For the last six months I have been working hard and loving every minute of my slot as weekend anchor for **WLS-TV**, which for the first time in almost 10 years is number one in all-news broadcasts...two-and-a-half hours daily on weekdays and at 5 and 10 p.m. on weekends.".....**Betty Winston Baye**, '80, was one of four panelists for a July 17 debate between U.S. Commission on Civil Rights chairman **Clarence M.**



Diann Burns

Pendleton Jr. and Ron Walters, Howard University professor and adviser to the Rev. Jesse Jackson. The debate was in Louisville and was part of the local Urban League's Equal Opportunity Day activities.

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The Pleasures, Challenges of National Reporting/Con't...

For openers, she said, correspondents should not try to emulate wire service reporters.

"My first year was difficult," she said. "I tried to write everything. I later realized you can't cover everything."

"You have to be able to step back and wait for a story to develop. Ask yourself, 'What does it mean in the overall scheme of things?' I'll wait a few days and do the 'big picture' story."

There are plenty of opportunities to do such stories in Chicago, home of "Council Wars" between Harold Washington, the city's first black mayor, and a faction of council members linked to the old-style machine politics of the Daley years.

"It's a battle on two fronts, race vs. power and control, contracts and patronage," said Shipp. "The appeals to race camouflage the real goals, which are power and control."

Chicago is a hotbed for news, but Shipp is on assignment outside the Windy City one-third to one-half of the year. Her turf is Illinois, Indiana, Wisconsin, Nebraska, Minnesota and the Dakotas, and she has reported from other states on stories that originated in her region.

One of her first assignments took her to Louisville, Neb., (pop. 1,036) in early 1984 to a church vs. state confrontation. A church-run school refused to allow the state to license its teachers, and the issue attracted attention from the Revs. Jesse Jackson and Jerry Falwell.

It was on that assignment, Shipp said, that she first realized her "blackness

became an issue. White people ran away from me when I walked over to interview them. They were also upset that the photographer with me was Jewish. I had to tell them, 'I am from The New York TIMES. Do you want your story told?'"

Shipp is convinced that as a correspondent she has been able to do more stories about black people and social issues than she would have been able to do as a metro reporter in New York.

"There's more of a market for those stories on the national level," she said. "It could be the personal preference of the editors." Correspondents also have more freedom to come up with their own story ideas.

Luther P. Jackson Jr., a Columbia University professor who taught Shipp, said her ideas and work apparently are well-received. "You can get a qualitative measure of a reporter's work by the space they get in the paper," said Jackson, who noted that Shipp's dispatches often get prominent display and liberal space.

Jackson remembered Shipp the student as "very personable, with a unique kind of humor. She was a very down-to-earth kind of person. She has her own kind of wisdom about things. She marched to the beat of her own drummer."

Her toughest assignment came during the 1984 presidential primaries. The day before the Wisconsin Caucus she was assigned to cover the race and write a

story for the next day's edition, which was Sunday.

Problem was, she would have to file early Saturday for a caucus that had not yet started.

"I focused on a small town that I thought the candidates might fight hardest for," she said. Her story explained how Walter Mondale's supporters seemed to be in charge while Gary Hart's group were not, and how the Jesse Jackson entourage was coping with scant resources.

"I had to write the story and sweat it out and hope the town was representative of the state," Shipp said. "Often you don't have concrete results to report but you have to write a story. I didn't sleep well."

Shipp loves her work as a correspondent, but it has its drawbacks. The travel is not all glamour. It's many little commuter flights, sometimes two, three times in one day.

"It ruins budding relationships. You're kind of on call 24 hours. You can't sneak away for a quiet weekend in the country with your lover."

Shipp recently received a new assignment. She moves to New York in September to become The TIMES's legal affairs reporter. She replaces a staffer who is leaving to write a book.

Although Shipp has a law degree, she does not practice. "My interest in law came by accident," she said. "I was an activist in college and I thought of using it as a way to help others. But I learned law was a conservative profession."

"I rationalize not practicing law by telling myself I can affect more people by writing about it. It's wonderful to know it and explain it rather than practice it."

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NATIONAL ASSOCIATION OF BLACK JOURNALISTS

* Convention Issue *

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SEPTEMBER 1986



From left, The Rev. Allan Boesak, NABJ President Albert Fitzpatrick and Vice President/Print Betty Winston Daye. Boesak's powerful address moved Betty to a tearful embrace.

Sharp eye on S. Africa Upheaval dominates journalists convention

By WAYNE J. DAWKINS

DALLAS - Dozens of people wept openly, dabbing watery eyes with luncheon napkins, after a desperate appeal last month by Black South African minister Allen Boesak.

"You ought to understand our situation better than anybody else," he told hundreds of delegates attending the 11th annual National Association of Black Journalists convention. "Why is it that South Africa's people hear so little from you now?" he said particularly of journalists who work in the black-owned press. "Where is your solidarity?"

"I am pleading with you - fight for us for our own sakes, and for your own sakes. You shall never be free until we are free."

Boesak's powerful address was part of a convention that ran from Aug. 13-17 and took participants on exhilarating, electrifyingly and emotional high-wire acts each day.

Boesak, a co-founder of the United Democratic Front, the broad-based coalition fighting apartheid, also said "Our love of freedom is more powerful than the will of the government."

"Apartheid cannot be streamlined, modified or Buthelized (a reference to Zulu leader Buthelezi)," thundered the compactly-built minister. He spoke

knowing he will likely face prosecution in South Africa for excoriating the white-minority regime.

Charlayne Hunter-Gault, NABJ's Journalist of the Year, wept profusely after accepting the organization's highest honor. It was because the cameraman who provided the pictures for her highly acclaimed series "Apartheid's People" (MacNeil/Lehrer Newshour, PBS), "could not share the shower of praise and appreciation. He was killed in South Africa while reporting the story."

Inside:

View of Jobs fair, 2
PUSH vs. CBS struggle, 3
News you can use, 6

The focus on South Africa and its state of emergency fit with the conference theme "Freedom of the Press, Freedom of the People." An opening day panel on covering the state of emergency brought together American correspondents and black South African journalists. They explained what it's like to report from the troubled country and how much information is not getting out of South Africa.

Other keynote speakers addressed issues regarding South Africa, press freedom here and abroad and Civil

Continued on PAGE 4

Encouraging jobs fair

By Michelle Johnson

While my attendance at this year's NABJ convention marked my third trip to the proceedings, it was definitely a first.

This year I went to this annual gathering of black journalists on my employer's dime; ostensibly on a talent search.

What I found is that the view from the job fair recruiter's booth is much, much different from that of your basic conventioner.

I expected the perspective to be narrower because you're there to interview job applicants and to represent and chat up the folks who sign your paycheck.

Therefore, the receptions, shopping trips, workshops, etc., take a backseat, right? Well, right and wrong.

No, I didn't get to go on the tour of "Southfork," and see how they film "Dallas." Missed many a reception too. Glimpsed downtown Dallas on rides to and from the airport. And quite unlike past years, I found myself at only one workshop: looking for resumes - along with reps. of about five other organizations.

Of course, hours outside the job fair and on breaks were my own and I did manage to slip in on some social events, renew my NABJ membership, vote, caucus with Boston folk and meet old friends. But in doing those things I found myself mentioning to anyone within earshot that there was and immediate opening at my newspaper, and inviting people I met to "stop by the booth, anytime!"

After spending a few years on the other side of the interviewing table, I found myself on the inside. The biggest surprise? Finding that much of what the job involves is counseling - offering advice on resumes, career paths, getting out the word on other job fairs, answering questions about how I got to be where I am.

I happen to work for a newspaper that doesn't hire folks on the low end of the experience scale. That didn't keep some young people who are new to the business from stopping by our booth and asking "Well, what does it take to get to a paper like yours?" These were the people I was impressed with and most proud of, those who had their sights set on

higher goals and appeared to be sincere about doing what it takes to reach them.

The disappointments were the unyielding few who were looking to move up quickly in a business where paying dues is everything. I ran across people who were at thrilled by the prospect of working in smaller cities, stringing, or doing internships, and were quite vocal about it.

Again, they were few. And for the most part I was quite heartened by the attitudes of the people stopping in to chat with us. In the past I've written about interns and other up-and-comers with bad attitudes and lamented their futures in the business. It's exciting to see that theirs aren't the only stories and that those out there getting the advice are taking it to heart.

And let's not forget the vets. The quality of the work done by visitors to our booth with a few years under their belts is impressive.

From the other side of the desk you also see how small a community we still are. More often than not, the person sitting in the "hot seat" knew someone I knew from school or work, participated in the same training programs, etc. It's good to see that some channels are still open, as in

Continued on PAGE 5

Says 'The Africans' is a must see

Brooklyn, N.Y. - Just a few lines to tell you: I think B&N has gotten very good indeed. It's now come to the point where I read every word because it's interesting and, I have faith, useful information. If you might, just might, be doddering in summer doldrums, please know you have at least one silent fan out in the wilds.

As a free-lancer, there've been moments -- of frustration, of revelation, of tremendous progress and true knowledge

Letters

-- that have to say the least, been instructive. Conversely, many of the words I see on B&N's pages speak to the trials, tribulations and elations of every journalist.

I've contracted to do the cover-story interview and sidebars for each monthly issue of Cross And Talk, a Japanese glossy. In pursuit of people with

international points of view, I've done two so far: with film director Paul Schrader, and with TV correspondent Linda Ellerbee. Last month I hit the recording studios and home of jazz composer/hig band leader Toshiko Akiyoshi. The interviews have been well received, and thus my bosses in Tokyo have invited me over to "meet the readership." Fun!

Oh, yes -- spread the word that The Africans, a nine-part WETA-BEC co-production to air this fall (Tuesdays at 9 p.m. nationally) is a must-see. I'm a consultant for the project. Please tell everyone: read the trade book, request the viewer's guide, clamor for the textbook, buy the soundtrack album. Editorially, it's sterling and utterly fearless in the way it refuses to vanish the truth.

It's the big thing on PBS this year. Shirley Kwan, '82

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Several hires follow PUSH assault on CBS

By Cheryl Bevall

CHICAGO - Early August was a triumphant period for Operation PUSH and its founder, the Rev. Jesse Jackson. The organization provided a well-attended forum for Nicaraguan President Daniel Ortega, launched its 15th national convention and signed a "covenant" ending a 10-month boycott against the Chicago CBS affiliate, WBBM-TV.

Johnathan Rodgers, a black CBS veteran hired during the boycott as vice president and general manager of the station, represented WBBM alone at the PUSH weekly forum Aug. 2 alongside a half a dozen PUSH officials who beamed as Jackson read the names of recent minority hires ranging from anchor Lester Holt from WCBS-TV in New York, to those of two new janitors.

PUSH supporters had picketed WBBM's studios twice weekly since October, demanding the installation of blacks and other minorities as anchors, editors and programmers as well as an \$11 million donation by the station to PUSH-designated charities. The organization claimed an interim victory when ratings for the white-male anchored nightly news shows fell to third place.

The financial points of the agreement were whittled away during negotiations, but PUSH believes that its tactic has been so successful in promoting minority hiring in the

media that Jackson pledged to expand the boycotts to CBS affiliates in Los Angeles, New York and Philadelphia, as well as to other news organizations.

During its national convention, PUSH focused on the matter again with the presentation of "Fairness in Media" awards to boycott organizer the Rev. Henry Hardy and to television reporter Harry Porterfield, whose demotion from anchor at WBBM sparked the boycott. Porterfield, who has seldom commented on the PUSH action, said as he accepted the award

that he was "humbled" to be acknowledged in the same context as Rose Parks.

Jackson carried the Parks analogy further, saying that the WBBM boycott will be to fairness in the media as the Montgomery bus boycott was to fairness in public accommodations. "The test of fairness applied to other areas of our lives must now be applied to the media," he said.

The issue remains a hot topic among Chicago's black journalists, some of whom wonder if those newly hired as a result of the boycott might be subject to greater scrutiny than usual. And who cannot help but ask if affirmative action's detractors will resurrect the same old charge they've aimed at most of us: that we were hired "because we're black."

Public pressure yes, government regulation no

DALLAS - Like reappointing gerrymandered election districts to address past discrimination, Jesse Jackson and Operation PUSH advocate changing the landscape of the nation's newsrooms; apply pressure so media outlets hire more black anchors, editors and programmers, a Chicago-based reporter told The New York Times' A.M. Rosenthal at the NABJ convention.

Asked to comment, Rosenthal expressed concerns.

"If you are talking about legally imposed numbers and selection, I'd be against it," he said.

"I would be dead set against the United States telling us who our editors should be or what color they should be.

"...Public pressure is another matter," said Rosenthal. "People have the right to complain, boycott or not read us. It's not the same as government regulation."

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NABJ in Dallas/Con't...

Rights in America. Speakers were A.M. Rosenthal, executive editor of The New York Times; Mary Frances Berry of the U.S. Commission on Civil Rights; Nigerian Ambassador Joseph Garba, chairman, United Nations Committee Against Apartheid, and U.S. District Court Judge Alcee Hastings of Miami.

Journalists nationwide sensed this gathering should not be missed. Hundreds of news people showed up on the first day, which traditionally draws only the 17-member NABJ board of directors, convention organizers and a few dozen early-birds. The crush temporarily created overbooking delays at the cavernous Loews Anatole Hotel, a few few people dared to imagine.

At least 1,200 people attended the convention, a number believed to slightly surpass last year's convention in Baltimore. This year's national gathering was the first West of the Mississippi since the first NABJ convention in Houston in 1975. Convention host was the Dallas/Fort Worth Association of Black Communicators.

The gathering was also historic because NABJ President Albert Fitzpatrick introduced the organization's new executive director. He is Dennis C. Schatzman, 36, deputy comptroller for the Pittsburgh public school system and a former municipal judge, city editor and reporter for black newspapers in Pittsburgh and Baltimore.

Schatzman will operate as a full-time administrator from NABJ's new national office which opens this month in Boston, Va.

Convention-goers worked and played hard. There were about 30 workshops to choose from. For the first time workshops were sorted into a track system so journalists could pursue one of six areas: The Black Voice; Media Ownership; Reporting; Management; Mid-Career Options and Starting Your Career. Many workshops attracted full or overflow crowds.

Other events included a general session called "Images of the Black Family," and an exclusive showing of segments of "Eyes on the Prize" a documentary on the American Civil Rights Movement from 1954 to 1965 scheduled to air on PBS next January. NABJers ate barbeque and



Chauncey Bailey of The Detroit News asks a question at the opening session.

donned cowboy hats at the Buffalo Soldier exhibit and rodeo.

The gala awards ceremony was magical. As the anthem-like "Open Our Eyes," by Earth, Wind & Fire and Stevie Wonder's "Living For the City" echoed through the 900-seat Stemmons Auditorium, still and moving photography illustrating the past year's best stories that chronicled the black condition danced on a big screen.

Winning entries ranged from coverage of South Africa's State of Emergency, the continent-wide drought, an appreciation of author Margaret Walker and Tanya Boyle, the petite trumpet player and leader of a Nashville, Tenn. marching band.

For lifetime achievement, NABJ posthumously recognized James L. Hicks, 70, who died last January. He was a former war, UN and national correspondent for black newspapers and is said to be the first black journalist to cover the civil rights movement on a regular basis.

Can't Streamline Apartheid
The Rev. Boesak told NABJers that black South Africans "already are knee-deep in blood," because of the repressive state of emergency.

There is the attitude that "White privilege and the maintaining of apartheid is worth the death of black children," he said. "Apartheid has to be fought with more than words of moral condemnation."

Speaking on Aug. 14, two days after president Reagan maintained his stand against using emotions on the South African government, Boesak said "If I were American I would be ashamed (by Reagan's speech)."

"I am afraid to say this but if (P.W.) Botha was jailed or white children were being killed, the United States and Britain would be up in arms."

Boesak also said:

* The Supreme Court in Cape Town has documents linking South African police to bloody black-on-black fighting at Crossroads squatter camp. Police were charged with giving 600 weapons to vigilantes who fought anti-apartheid radicals.

* He remains an advocate of non-violence but understands why there is black-on-black violence, particularly killings of suspected apartheid collaborators.

* He scoffed at Botha's suggestion to establish black advisory councils to the government. "We don't want to give you

advice. We want the vote to boot you out of office."

* He said Western leaders in Washington, London, Paris and Bonn do not have credibility with the black majority and can not decide the future of South Africa from a distance. "They have to come to Cape Town and Soweto to decide about our future."

Before Boesak spoke, Ambassador Garba of Nigeria said sanctions alone won't bring down apartheid, but might succeed in concert with divestment and support of black freedom-fighters.

"It is time to stop talking or the issues of South Africa will be buried in an avalanche of words," said Garba. "It is time to stand up and be counted."

Call for Courage

On the domestic scene, Mary Frances Berry had a similar message when she delivered the second annual W.E.B. DuBois lecture. She urged black journalists to follow the DuBois tradition and hold America responsible and true to

its ideals in the interest of all Americans.

"Do not think to answer this observation by responding -- 'We are Americans, why do I have to continue to be black?,' she said.

"...If you believe being black is irrelevant, try buying a house in an all-white neighborhood, and if you are able to buy it, experience living in it. Or, go into a restaurant or bar in a white neighborhood with a group of black males and observe the reactions, but watch your actions."

Berry also called on journalists to exhibit professionalism and courage to question and expose government attempts to roll back civil rights gains.

She also observed that "it is curious that the fastest rising blacks at some media outlets seem to be those who demonstrate professional ineptness while showing the most disrespect for the views of the black community in what they produce.

"People did not march and go to jail and die in the Civil Rights movement so that as a black journalist you could spend your time solely promoting your career by any means necessary."

Recapture the Rapture

U.S. District Court Judge Aloose Hastings told NABJers that the black community has lost structure and institutions need to be fortified. "We need to go back to the NAACP, the Urban League and the black church and

recapture that rapture," roared the 50-year-old Miami judge.

The comment was one jewel from a rambling 90-minute address, which Philadelphia Daily News columnist Linda Wright Avery described as a "Tour du force in which he alternately scolded, cajoled and just plain preached to a receptive (although skeptical) audience. Hastings offered a little history, a lot of insight and a tough prescription for self examination and renewed commitment to the survival values of our parents and ancestors as the best antidote to what ails black America."



NABJ's new executive director, Dennis Schatzman.

Judge Hastings seems best known for being persecuted by the law instead of interpreting it. In 1981, he was indicted and became the first active federal judge to face a criminal trial. He was accused of accepting a bribe in a drug case, but supporters said the government was trying to punish him for his outspokenness and tough rulings that opposed the Reagan Administration's treatment of Haitian refugees.

Hastings was acquitted in 1983, but other investigations continue and he told the crowd he may be certified for impeachment.

But the threat of being disrobed has not tied Hastings' tongue. He suggested that black professionals join black educators -- particularly retired schoolteachers -- and create community-based schools where volunteers would offer remedial teaching for older children and preparatory instruction for the very young.

He told NABJers "we need to have an intellectual undertaking from this group," to form alternatives to conservative and right wing think tanks, organizations and publications such as the Liberty Lobby; Heritage Foundation, The National Interest, Public Interest; Accuracy in Media and Accuracy in Academia. Hastings impatiently asked "Are you going to sit here and not form new magazines?"

JOB FAIR/Com't...the case of the reporter I met from my hometown (Baltimore) who I found had attended my alma mater and worked her way up on the same student newspaper I had edited years ago.

The bottom line of course, was fielding resumes and passing along the good ones with recommendations.

No, I didn't do a lot of socializing, sightseeing and workshop hopping at the convention this year. But having the chance to meet so many talented and hope blacks in this business made my third trip to the conference the best yet.

Next year's NABJ Convention will be in Miami



Workshops: news you can use

NABJers flocked to dozens of workshops divided in six tracks: The Black Voice; Media Ownership; Reporting; Management; Mid-Career Options and Starting Your Career. Here are a few summaries.

Political Reporting

Keep detailed files on candidate's positions. When the mud starts flying, you can generate as much light as heat.

Don't be afraid to ignore press releases. Writing about themes rather than every new development makes for more interesting and enlightening campaign coverage.

Go aggressively after rumors and "perceptions" that arise in campaigns. Don't treat potentially good stories as merely bar-stool conversation.

These were some tips dispensed at a political writing workshop led by panelists Kevin Meride of The Dallas MORNING NEWS, Ken Cooper of The Boston GLOBE, Zenobia Gerald of WIS-TV, Columbia, S.C., and Will Sutton of The Philadelphia INQUIRER.

The panel also advised workshop participants to avoid distrust by white candidates and co-option by black candidates.

Meride recalled how, when covering the Texas gubernatorial race, rumors developed that the campaign had put a severe strain on the long-standing friendship of two prominent public figures: former Gov. Mark Clements (a candidate) and Dallas Cowboys' owner H.R. "Bum" Bright. After fleshing out the rumors through off-the-record interviews with campaign staff, Meride went to the candidates. Clements was close-mouthed, but Bright acknowledged the rift, said Meride.

Cooper said he gets better play for his campaign stories in The GLOBE by, for example, writing one or two stories on how liberal endorsements are shaping up rather than several small stories on each endorsement.

Cooper also said the underestimation that he sometimes gets from white candidates can be used advantageously, but that it must be quickly dispelled if it is accompanied by distrust and lack of communication. On the other side of

this coin, Gerald of WIS-TV recalled how a black candidate in South Carolina presumed to tell her what "we" should put in her broadcast.

Such attempts at co-option can gently but firmly be rebuffed without ruining

trust between black candidates and black reporters that can lead to inside information, the panelists agreed.

Writing a good book when you've got the news blues

This workshop told journalists used to long hours and low pay how to turn their experiences and writing skills into real rewards.

Panelist George Curry, a Chicago TRIBUNE reporter, explained how he is turning his coverage of Jesse Jackson's presidential bid into a book. Betty Winston Baye of The Louisville COURIER-JOURNAL recalled how she used personal and professional pressures as motivation to write "The Africans," a fictional work about a family that lived in her head.

And Dallas TIMES-HERALD editorial writer Roger Witherspoon wrote a biography about the Rev. Martin Luther King Jr. ("Martin Luther King Jr....To the Mountaintop") that was profitable financially (he received a \$55,000 advance) and spiritually satisfying.

With help from Ellen Phillips of TIME-LIFE Books, the panel outlined steps for getting a book published.

Step one is composing a 10-20 page outline and sending it to publishers, they said. Work through an agent. Doing so can net a bigger advance, protect your rights and save your energies for the creative process.

Shop around for agents and publishers, for some may be more amenable than others for your book topic, they said.

"The bigger the advance, the more inventive they (publishers) have to be to promote your book," Curry of The Tribune said.

Phillips of TIME-LIFE advised against writing "on spec." Publishers can not only offer advances and valuable research help, but an advance

contract can ensure that your work is not in vain, she said.

By Daniel Kelly

Measuring Management Potential: Do You Have "The Right Stuff"

Be guided by empathy, patience and have resiliency to bounce back from mistakes and failures, a panel of news executives advised about 60 journalists interested in advancing to management.

Bob Warfield of WDIV-TV, Detroit, said "You have to want to be a manager.

But don't be obsessive with that goal. It leads to impatience and frustration." He also said that good managers "gotta bring something (skills, ideas) to the table, like a good coach does."

Johnathan Rodgers of CBS, who in March was appointed vice president and general manager of affiliate WBBM-TV, Chicago, was brought in to put the brakes on a ratings slump. According to Rodgers, top-level executives approached him and said "we think you can fix this problem, will you take the job?"

Rodgers also came to Chicago on the heels of a boycott by Operation PUSH, which charged that there was a lack of black people in news management.

Rodgers said "I vowed never to ask for a job so I would not be disappointed," but he always made himself available for new opportunities and challenges. He previously worked as an executive producer and station manager for CBS news operations in New York and Los Angeles.

Karen Howe of USA TODAY said she took a gamble when she signed on with the innovative newspaper four years ago. As managing editor/systems, much of her job involves managing computers, which she loathed before taking the job.

But, she said "In taking the risk, I learned more than I would have learned in 10 years."

Moderator Monte Trammer, assistant to the publisher at the Poughkeepsie (N.Y.) JOURNAL, said nosiness steered him to the management track. Years ago when he was a reporter in Detroit he used to ask supervisors questions about things they constantly fret about i.e. "How many workers are in the pressroom? How much newspaper are we using. How much it costs?"

Trammer said it's useful for managers to call managers they know in other cities for insight and tips on problem-solving. "You don't become smart overnight," he said. "You have to know where to get answers."

Black Magazines: What Sells and Why?

Editors from the best known black-owned magazines, EBONY, ESSENCE and BLACK ENTERPRISE, explained the production, sales and editorial challenges they face in the struggle to produce quality magazines.

Some of the 50 audience members contended that major black magazines do not carry enough hard-hitting analytical articles on political and social issues and give too much play to stories on "Buppies," dream homes and swimming pools. Sheryl Hilliard, managing editor of B.E., and Marilyn Marshall, an editor at EBONY, replied that many hard news articles do appear monthly in their publications, mixed with softer, featury material.

Hilliard expressed frustration over charges of not enough hard news.

EBONY MAN (EM) staffer Kenneth M. Jones, '81, was recently named New York chapter coordinator of the National Alliance of Third World Journalists. The organization of black, Hispanic and Asian journalists strives for improving quality and quantity of news coverage of the Third World by the Western

B.A.N. PEOPLE

news media. It sponsors forums, seminars and fact-finding tours focusing on international affairs and struggles of minorities in the United States.....Karen M. Turner, '85, is a reporter and anchorwoman for WCTC-AM, New Brunswick, N.J. Last year Karen was an intern for GREATER MEDIA Inc., which owns WCTC and other stations nationally.....Bridgette Davis, '86, who interned this summer in The WALL STREET JOURNAL Detroit bureau, moves to a reporter's spot at The Atlanta CONSTITUTION.....

"Stories about political and social issues, for example, housing. I can't get readers to buy that," she said. She also said some black journalists who complain "are not reading the publications the want to write for."

Hilliard advised free-lance writers, which B.E. uses extensively, to submit work that has strong reporting. "Go the extra yard to back up that quote or statistic," she said. "Weaknesses in magazine stories often show the

frustration of editors in New York who can't get information from the writer in Seattle or Chicago."

Stephanie Stokes Oliver, editor of ESSENCE, said a stubborn problem facing black magazines is inability to convince advertisers to do a more equitable share of business. "We are not valued as consumers even though we're heavier consumers," than white readers she said.

By Wayne J. Hawkins

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Deadline for October 1986 issue is Sept. 15.

Display advertising copy must be camera-ready. Advertising must be pre-paid, accompanied by check or money order payable to the **Black Alumni Network**.

Many of you are on the move, moving to new homes and jobs. Please let us know. Send a change-of-address card, postcard or letter so we can serve better and save our precious resources.

Say Amen Somebody:

"We're not interested in the color of the envoy. We're interested in the conscience of the message."

Bishop Desmond Tutu's July 21 interview with Peter Jennings of ABC News. Tutu was commenting on then candidate for U.S. Ambassador to South Africa, Robert J. Brown, a black North Carolina businessman. Brown did not accept the job. At presstime, there were reports that the White House was still trying to get a black person to take the job.

Next Month:

What's in a Name?

An essay for our times.

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BLACK ALUMNI NETWORK

J-Student, Alumni exchange, page 2

Warmth, empathy, understanding
from photographers's lens, page 3

Volume VI, Number 10

OCTOBER 1986

Top N.Y. Editors Seek More Black Managers

NEW YORK - Eight of the city's top-ranking newspaper editors and broadcast news directors assembled last month for "A View from the Top," a forum where they explained how they hire journalists and cover news.

Speakers told how they approach stories that impact greatly on black communities and suggested what young journalists need to get hired and what's needed to get more blacks in news management.

About half of New York's population is black and Hispanic. But less than 10 percent of the journalists are black and Hispanic and only a handful are top-level news managers.

The 90-minute program was sponsored by the New York Association of Black Journalists (NYABJ).

"We as blacks are not getting on the right track. The emphasis has been on black reporters," said Jeri Love, assistant news director of WINS Newsradio and the only black person on the panel. Love told about 60 black journalists in the audience to "work with white managers to get more blacks on track. Go to news directors and say 'what do we have to do to get more black managers?'"

NY-Area Opportunities...See Jobline, Page 3

Jerry Nachman, news director of WNBC-TV4, said its neighborhood coverage the past couple years improved substantially as the newsroom became more racially, ethnically and culturally diverse.

"You don't have to market this issue on the grounds of altruism, it's a recipe for winning," he said.

Other speakers were Jean Harper, managing editor, WCBS-TV News; Anthony Marro, managing editor, NEWSDAY, Liza McGuirk, executive producer, CABLE NEWS NETWORK (CNN); Laurence O'Donnell, associate editor, THE WALL STREET JOURNAL; F. Gilman Spencer, editor, DAILY NEWS; Craig Whitney, assistant managing editor, The New York TIMES, and Greg Caputo, news director WNYW-TV. Utrice Leid, managing editor, The CITY SUN, was moderator.

Marro of NEWSDAY said non-white staffers remind

Continued on PAGE 4

What's In a Name?

Challenging Style:

Is it "black," "Black,"
or "Afro-American?"

By Lawrence Andrews

When journalists sit down to write a story there is hardly ever time to consider the origins of those time-worn conventions, which, when strung together to account for this or that series of events, become "news."

But how do we account for the way in which different racial groups are described? Is this mere convention, convenience, contrivance? Why for instance are all other ethnic minorities, except "blacks" referred to by hyphenation to designate their country of origin and their country of adoption? "Blacks" have no place of origin, and are "blacks" wherever they are according to current journalistic practice.

On occasion the color-conscious subjective "blacks" achieves a transformation to the objective "the black" or "a black" such as when a singular actor must be isolated, but not dignified. Rarely, if ever, do we see the use of "a black man" or "a black person."

The Rev. Jesse Jackson was asked by a New York Times columnist during the campaign of 1984 whether he was an American "black" or "a black American," to which Jackson responded "Well, I was born black in America."

The news media once used the latinized term "negro" to refer to the group, which was then upgraded to "Negro." But later this term was dropped altogether in preference to the nonmenclature "black."

Webster's Dictionary gives more than 15 definitions for the word "black," including such clarifications as "having dark skin, hair and eyes: swarthy; of or relating to a group or race characterized by dark pigmentation: esp. Negroid; Sordid, Dirty; thoroughly evil: Wicked; expressive of condemnation or discredit; invoking the supernatural and exp. the devil; sullen, hostile;" and so on.

Despite resistance by some there is good reason to suppose that the term Afro-American has a particular power when used to describe the so-called "black" American. In fact, some white authors, in writing about the cultural aspects of "black" America, use the term

Continued on PAGE 4

Get acquainted, brace selves for J-endurance test

Students from the 1986-87 class at Columbia University Graduate School of Journalism met journalism alumni Sept. 14 at the second annual get acquainted brunch sponsored by the Black Alumni Network.

About 35 people attended the brunch, which was organized by Frank Dexter Brown, '81, Sheryl Hilliard, '82, and Daniel Holly, '85, and hosted by Holly.

Alumni made themselves available to counsel and advise students so the year of study and adjusting to New York City is as trouble-free as possible. Some alumni observations and recommendations:

- * Be realistic about your abilities. If you need help, seek it.

- * The J-school doesn't demand a lot of intellectual prowess. It's really an endurance test.

- * Don't let the J-school run your life. Work the J-school into it.

- * Sit on student committees such as admissions and faculty and apply for all available grants, particularly mid-semester grants available at the end of the fall semester.

- * Study as a group every two weeks to be well prepared for the First Amendment class at Columbia University Law School.

Students said they were troubled that only one black male student is in this year's class. Two other black men were accepted but did not attend apparently because of the high cost, students said.

A handful of Hispanic students observed there was no Latino on the faculty and said they would recommend candidates to the administration.

Joint Board Meeting

The boards of directors of the National Association of Black Journalists (NABJ) and the National Association of Hispanic Journalists (NAHJ) met jointly in Philadelphia Friday Oct. 31 & Saturday Nov. 1 for fall board meetings.

For information call (703)648-1270.

Job Fair

The Boston GLOBE is hosting a Newspaper Minority Job Fair & Conference at the Colonade Hotel Oct. 16-18. Registration is free and participation is open to students and beginning journalists. For information, call Ann Moritz at The GLOBE (617)929-2000.

Letters

NEW YORK - Thanks for running the information about the copy editing program (August 1986 Jobline). The (New York) TIMES got lots of inquiries.

Alison France, '85

B.A.N. PEOPLE

Sharon Sherrington, '80, joined the staff of BLACK ENTERPRISE Magazine recently and is doing photo and general research. She previously was public information officer for the New York Mission Society, the city's oldest social service agency. Before that she was a producer at WPRI-TV, Providence, R.I. and KNXT-TV, Los Angeles. OTHER BE NOTES: In this month's money management issue, "Investing With A Conscience," by Frank Dexter Brown, '81, explains how to invest successfully without supporting South African apartheid. The article noted that two decades ago American businesses in South Africa showed a 40 percent return on investments but in the current state of upheaval, return is less than 10.

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BLACK ALUMNI NETWORK NEWSLETTER

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Wayne J. Hawkins
Editor

Betty Winston Baye
Senior Editor

Daniel Holly
Esther Iverem
Michelle Johnson
Contributing Editors

Published monthly.
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University Journalism
Alumni.

Budget Update

Sept. 15 Balance: \$ 73

1986 New and Renewal Subscriptions: 375

Subtotal: \$ 448

July, Aug., Sept. Printings: 378

Subtotal 70

Printing supplies and maintenance 0

Balance (before Oct. issue) \$ 70

The last budget update appeared in the April newsletter.

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JOBLINE

During the "Media Decision Makers Speak" forum in New York last month, these job opportunities were announced: **WINS** Newsradio was looking for free-lance writers. Call Jeri Love, assistant news director, (212) 397-1010.....The New York **Daily News** was looking for reporters, editors and artists and expects to fill jobs next January. Write to F. Gilman Spencer, editor, Daily News, 220 E. 42nd St., New York, N.Y. 10016. **Cable News Network (CNN)** was looking for experienced assignment editors. Call Liza McGuirk, executive producer, (212) 714-8700.....**Digital Equipment Co.** has an opening for a writer. Write for brochures, ads and direct marketing campaign, also for audio-visual, video and film scripts. Three to five years experience preferred. Send resume and cover letter to Rich Guidi, Digital, 12 Crosby Drive, Bedford, Mass. 01730-1493.....**WBIV-TV**, Detroit, has openings for an assignment editor and a writer. Editor's position requires at least three years television news experience. Writer's job requirements include culling newspapers and wire services for stories and preparing news rundowns. For information, call the personnel department (313) 222-0444.....The Detroit **FREE PRESS** has these openings: Copy editors for news and features. Assistant News Editor. Candidate should have strong layout skills. Associate Editor of DETROIT Magazine, The FREE PRESS Sunday Magazine. Candidate must have strong assigning and word editing skills and a good sense of layout and design. Assistant National/Foreign Editor. The newspaper is also looking for two reporters. Call Charles Fancher, assistant to the executive editor, (313) 222-7858. Or write him at the newspaper, 321 W. Lafayette Blvd., Detroit, Mich. 48231.....The Detroit **NEWS** has openings for general assignment, business, fashion and sports reporters, a photographer and copy editor. Write to Robert Giles, executive editor, or Mark Haas, city editor, at The NEWS, 615 Lafayette, Detroit, Mich. 48231.....**Eastern Illinois University** in Charleston, Ill., has openings for two teachers in its undergraduate journalism program. Call John David Reed, journalism chairman, (217) 581-6003.



Laborer: Monrovia, Liberia. By Monetta Sleet Jr. About 125 photographs by Sleet, the first major New York retrospective of his work, are on display through Nov. 8 at the New York Public Library, Fifth Avenue and 42nd Street. Sleet, staff photographer for EBONY and JET magazines, won a 1969 Pulitzer Prize for his poignant picture of Coretta Scott King and her youngest daughter at the funeral of slain civil rights leader the Rev. Dr. Martin Luther King Jr.

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People/Con't.....

percent. **Sheryl Hilliard**, BE's m.e., offers a quiz testing reader's financial IQ.....**Lorraine Wilson**, '85, is working as a financial analyst in the sports division at CBS in New York **Blanca Vasquez**, '82, is at the Center for Puerto Rican Studies at Hunter College. She does research and produces visual media.....**HOPE ALL'S WELL: Brenda Webber**, '84, has been working the past year as a Peace Corps volunteer in Cameroon, West Africa. That nation was jolted last August by an underwater volcano that erupted and unleashed poisonous gases, killing at least 1,500 people in a remote mountain valley. Brenda wrote us last summer. She asked if anyone was interested in donating black-oriented magazines to the school library where she teaches. And, if anyone is willing to part with the January 1986 EBONY, she would gladly accept it. Her address is: B.P.O.7, C.E.S. de Mindif, L' Extreme-Nord; Cameroon, West Africa.

Seek Black Managers/Con't.....

him and other editors that "we have to keep an audience on the street, not always at the institutions." He said that in the past four years management had decided that major projects would always include minority reporters. "They have a window on the community that's otherwise missing," Marro said.

Whitney of The TIMES called the paper's coverage of black issues "up and down." The paper currently has two reporters covering black and Hispanic issues and The TIMES assigned a correspondent to its Washington Bureau to reinstitute the civil rights beat.

Several editors said the best bet for entry level journalists was to leave New York and sharpen their skills in smaller communities. "You don't have to get out of (Greater) New York but you should go to Bergen, Hudson (County, N.J.); or Stamford (Conn.) rather than go to a big, rich paper and be ignored," Marro said.

Spencer told the audience that "sometimes it's a question of wanting it bad enough." When he was editor of a Philadelphia newspaper Spencer recalled a writer working for a small paper in the South who had called

What's In a Name/Con't....

Afro-American to anchor their references in its cultural and ethnic foundation.

How odd, then, that 26 years after activist Richard B. Moore, and his Harlem committee petitioned The New York Times to discontinue the derogatory description of "black" Americans and Africans as "negro," journalists have substituted the equally demeaning "black," without a whimper from the people still being humiliated daily in the public imagination.

In his book "The Name Negro, Its Origins and Evil Use (1960, Argentina Press)", Moore wrote: "What is needed now is a clear recognition by the majority of American citizens of African ancestry that it is imperative to take a further and final step. By united action we must register this desire and will with those most influential in such a matter - the managers of the press and the directors of radio and television communications, educational institutions, religious bodies, fraternal, trade union and other organizations, and governmental agencies."

He called for the use of "Afro-American" as a definitive word for Americans of African ancestry. Instead, today "blacks" (even South African "blacks") are a people without origin, and to add insult to injury, their official designation, as a description of their personhood is perpetually in the lower case. It was W.E.B. DuBois who led the struggle to capitalize the term "negro," and here we are again. Equality in nomenclature is yet to be a right achieved by Afro-Americans.

But then, what's in a name...?

him every week for two years to show interest in working for his paper. Spencer advised that young journalists "get good with resumes, but don't count on them. Use your personal contacts. Don't be embarrassed that you know somebody."

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BLACK ALUMNI NETWORK

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Volume VI, Number 11

NOVEMBER 1986

"Defective" Washington Sunday Magazine Triggers a Recall

When The Washington POST's slickly promoted new Sunday magazine debuted Sept. 7 it touched off a howl of rejection in the black community.

The cover story was "Murder, Drugs and the Rap Star," a gritty account of a black New York rap singer charged with the murder of a Howard University student. In the same issue was a column by Critic-at-Large Richard Cohen empathizing with local shopkeepers who, out of fear of crime, refuse to open their doors to young black men.

"White assailants are hard to find in urban America. Especially in cities like Washington and New York, the menace comes from young black males," wrote Cohen. At another point he wrote: "As for me, I'm with the shopkeepers."

Black-bashing was perceived by many black readers who make up 70 percent of the city population. Adding insult, none of the advertisements in the 112-page debut issue pictured black people, "an accidental coincidence," explained POST publisher Donald Graham.

POST columnist William Raspberry defined the magazine's debut this way: "a disconcerting combination of bad luck, bad judgment and racial insensitivity."

Black community response -- Like an automotive clunker, the new magazine was defective. So, recall it. And people did. Catherine Liggins Hughes, owner and

on-air radio personality of WOL, organized the protest.

After four weeks of demonstrations nearly 50,000 copies of the magazine, a supplement of The POST's Sunday paper, were returned, according to published accounts. "Take it back," the rallying cry of the protest movement, appears on T-shirts, bumper stickers and there's even a song about the controversy.

The protest brought an apology Oct. 5 from POST executive editor Benjamin C. Bradlee. "In the context of that highly promoted first issue, many blacks felt that The POST prints stories about the problems of our community, and not about its achievements; that The POST Magazine is full of words about black failures and has none about the many successful blacks in the community," Bradlee wrote in an op-ed article.

"I fully understand the importance of that point and we apologize to those who were offended. The POST has printed plenty of stories about black achievers and we must keep doing so.

"We hope that the magazine will be judged in the weeks and years to come for vitality, for broad range, for usefulness, for humanity and for sensitivity to all segments of the community."

Protest organizer Hughes called Bradlee's statement "gracious and well-mannered," but vowed to continue demonstrations.

Blacks, Hispanics: Don't Divide Us

PHILADELPHIA - "Don't divide us," was a message the nation's two largest minority journalist organizations sent to white-controlled media organizations this month following a historic joint meeting of their executive boards.

In a show of unity, the board of directors of the National Association of Black Journalists (NABJ) and National Association of Hispanic Journalists (NAHJ) met Nov. 1 to get acquainted and discuss common concerns for the first time in the history of their organizations.

The statement we want to make to the news media

is don't divide us," said NABJ President Albert E. Fitzpatrick, a vice president at KNIGHT-RIDDER Inc., one of the nation's largest newspaper chains.

NAHJ President Manuel Galvan, a Chicago TRIBUNE city hall reporter, told the 30 board members the message they needed to get to white managers is that "minority doesn't mean black. Nor does it mean Hispanic. Neither should it be used solely to describe an Asian American, or Native American. Don't pit us against each other."

The NAHJ has about 1,400 members; the
CONTINUED ON PAGE 4

Letters

Prime Minister Yasuhiro Nakasone's unfortunate and untimely assertion that "blacks, Puerto Ricans and Mexicans" have pulled down the literacy level in the United States not only defies logic, but also causes us great concern.

Although there is no doubt that there are many minorities who can't read or read well, there are many, many millions more white Americans who can't read well or read at all.

Prime Minister Nakasone should know that the average American daily newspaper is printed at a ninth grade level. Based on their news content, these newspapers are certainly not printed at that level for the sake of blacks, Puerto Ricans and Mexicans.

Jonathan Kozol, author of the book, *Illiterate America*, suggests that "It is generally agreed that 60 million adults will find it (newspaper) either impossible or very difficult to understand." Therefore an equally large number of whites (63 percent) are in this category.

We suggest that the prime minister retract his remarks.

- Albert E. Fitzpatrick,
president, National Association of Black Journalists.

Editor's note: The prime minister made the remarks in late September. He has since apologized.

At the Movies...

At presstime, the smash film "She's Gotta Have It," had made \$5.5 million, said creator Spike Lee in a televised interview. It cost \$175,000 to make the sexy comedy featuring an all-black cast. It's playing in 140 U.S. theaters.

By the way, the film was a hit at the Cannes Film Festival (received a 10-minute standing ovation). Worldwide film rights - with the exception of South Africa - have been

sold and the movie is to appear overseas in 1987.

A couple other films: "Round Midnight," and "Soul Man," are out and reviews for both so far are mixed. "Round Midnight," which focuses on black musicians in Europe, is a passionate love poem, or a tedious film for jazz junkies, depending on which critic you listen to. "Soul Man," features a white law student trying to pass as black. Critics disagree whether it's a clever spoof about race relations and affirmative action or a tasteless stab at very sensitive issues.

What do you think? Why don't you drop a line and let us know.

-- WJD

Press Briefing in NYC on Black Empowerment

New York Gov. Mario Cuomo, touted as a 1988 presidential candidate, wooed many black New Yorkers with charismatic rhetoric, but voters need to pay attention to his programs and judge if they are effective, Brooklyn Assemblyman Al Vann told the New York Association of Black Journalists.

Vann spoke at an Oct. 11 NYABJ-sponsored program called "The Threat to Black Empowerment: Voting Rights Infringements in New York City." Vann and fellow Brooklyn legislator Roger Green, incumbents running for re-election this month, were removed from the Democratic ticket because of ballot technicalities. Both men are running this month on the Liberal line. In his briefing on political clout or lack of it, Vann explained efforts to push veteran Buffalo Assemblyman Arthur Eve for speaker of the state assembly.

At the same program New York DAILY NEWS reporter Dave Hardy told the 30 journalists who attended that a discrimination suit by black employees against the tabloid was in the pre-trial stage and trial could begin this month. Black employees filed suit against the nation's largest city newspaper in

BLACK ALUMNI NETWORK NEWSLETTER

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Wayne J. Dawkins
Editor

Betty Winston Baye
Senior Editor

Daniel Holly
Esther Iverem
Michelle Johnson
Contributing Editors

Published monthly.
Founded by Columbia
University Journalism
Alumni.

1979 charging it discriminated in salary, hiring and promotions.

Black Press Milestones

The Michigan CHRONICLE, a Detroit-area black weekly, celebrated its 50th birthday recently. For decades the paper has served as a watchdog against racism, advocate for equality, becker of labor rights and showcase for prominent black Detroiters.

This year, for the second consecutive year, the CHRONICLE (circ. 37,000) was awarded the Russwurm Award for general excellence by the National Newspaper Publishers Association, the organization of black newspaper publishers.

In New Orleans, last month marked the 122nd anniversary of the TRIBUNE originally a tri-weekly newspaper, that became the nation's first black daily, publishing six days a week. It was published in English and French and was an influential force in the black community. It folded in 1869, five years after it began publication.

JOBLINE

The IBM Brooklyn, N.Y. manufacturing site needs an editor for "BROOKLYN BEAT," its in-house tabloid. The editor writes articles and converts technical information into copy for general readership. It is a three-to-six month contract position paying \$500 to \$550 weekly. Opportunity to gain knowledge of emerging desktop publishing. Call Michael Dutton at 718-780-2187 or write to him at IBM, 585 DeKalb Ave., Brooklyn, N.Y. 11205.....The Chicago SUN-TIMES is looking for copy editors. Applicants should have three to five years experience at a comparable sized newspaper. Call Earl Moses, assistant to the director of employee relations, at 1-800-621-7782, or write him at 401 N. Wabash, Chicago, Ill. 60611.....WDIV-TV 4, Detroit has an opening for an associate director of programming to assist the program director in preparing and executing programs, segments, commercials and announcements. At least one year of broadcast experience preferred. Contact the personnel department, 313-222-0444, or write to 550 W. Lafayette, Detroit, Mich. 48231.....WNEV-TV, Boston, is looking for a field producer/news. An idea person sought to work with reporters and photographers. Required: live and tape production experience, minimum 3 years television production experience and excellent writing skills. Contact Nancy Rogers or Charlie Watkins, employee relations 617-725-0732.....The Boston GLOBE has an opening for a copy editor. Send resumes to Charles Mansbach at The GLOBE, Boston, Mass. 02107.

Trouble signs**Shortage of Future Black Journalists?****By WAYNE J. DAWKINS**

Many black journalists relentlessly push, coax, lobby to build a case for white employers to integrate newsrooms with non-white journalists. Tears of work are producing results: In the daily newspaper business, a 1985 report said about 6 percent of newsroom employees were black, Hispanic and Asian.

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B.A.N. PEOPLE

UP THROUGH THE RANKS: David Peterkin, '82, promoted to producer of the 10 O'Clock News at WNTV-TV 5 (Fox) in New York City. He began at the station four years ago as a production assistant....Dan Holly, '85, of The Newark STAR-LEDGER and Michelle Robinson, '85, of the Central Jersey HOME NEWS, are among those organizing a black journalists organization in the Garden State. A dozen people attended a get acquainted meeting last month in New Brunswick. A followup meeting is set Nov. 16 in North Brunswick....Andrea Payne, '81, celebrated her 30th birthday late last month with an open house and poetry reading in Brooklyn. Ken Jones, '81, read a half-dozen works, including a tribute to the late Supreme Florence Ballard. He wrote it 11 years ago but it connected freshly with the latest talk about Mary Wilson's new book about Diana (oops, Diane) Ross and the Supremes. Andree, senior editor at SOAP OPERA Digest, followed with her debut and read a half dozen poems....Louisville TIMES assistant city editor Petty Winston Payne, '80, spoke to young journalists about careers at last month's American Society of Newspaper Editors job fair in Boston. Michelle Johnson, '82, a copy editor at The Boston GLOBE, was among the folks making sure things ran smoothly....Philadelphia storyteller Linda Goss casts magical spells on audiences. Who else could convince a group of college-educated adults to bend knees, flap arms and sing the "Shoo Turkey, Shoo, Shoo!" song? Esther Iverem, '83, described the many gifts of this expressive artist in the Oct. 30 New York TIMES.

Last month, a new report by the Institute for Journalism Education said 18 percent of this year's, newsroom hires were non-white journalists.

The proportion of new black and brown newscpeople almost matched the percentage of minorities living in the United States (about 20 percent), and the percentage of new hires was three times the percentage of existing non-white journalists at daily newspapers.

Positive news indeed, but there's an ominous
CONTINUED on PAGE 4

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SHORTAGE/Con't...

The same study on new hires said non-white journalists were leaving daily newspapers in large numbers and at a much higher rate than whites. In many cases, exiting journalists said the reason was frustration from working dead-end jobs and little or no opportunities to advance.

The other trouble sign is in the classroom. Studies released this decade project that in the 1990s fewer black men and women will be going to college, period. For journalism specifically, the pipeline for funneling young journalists into newsrooms is slowing from a steady flow to a trickle.

Moreover, the gap between aspiring young black men and women journalists seems to have widened. Seven years ago when I was a student at the Columbia University Graduate School of Journalism, I was among about 25 black men and women, and there was a near even split of the sexes. This year's j-school class has one black man among about 15 to 20 black women. Associate Dean Donald H. Johnston said the administration was concerned about the recent shortage of male applicants.

Furthermore, of 400 National Association of Black Journalists college scholarship applications circulated last year, women outnumbered men at least four to one.

Surely many people are not surprised by the gap between young black men and women. Black men are an endangered species; drugs, jail, street violence (murder) and disincentives to get an education, elimination of many of them before age 30. Thus, there's a smaller pool.

But we can't afford to shrug our shoulders and resign ourselves to this sad phenomenon. The number of black people applying for journalism, a powerful and essential medium, appears to be shrinking. Individually or through our organizations, we need to do our own studies to find out what is happening.

NABJ, NAHJ Boards Promise Unity/Con't...

NAHJ, 500 members in newspaper and broadcast outlets across the country. The 11-year-old NABJ and 2-year-old NAHJ pressure the white-controlled news media to desegregate its work force. Both organizations along with the Asian and Native American press associations compete for jobs and corporate funding for minority programs.

After a three-hour roundtable discussion, both boards agreed by resolution to appoint a liaison committee of three members from each organization to examine 15 areas of concern. They include:

- * Scholarships, internships, and a job bank exchange
- * Monitoring coverage of minority communities and issues, and exposing racist and biased coverage, as well as presenting examples of sensitive coverage and excellent public service journalism. Also, spotlighting media organizations with good or bad records for hiring minority journalists.

- * Jointly serve as guest editor and publish an issue devoted to minority affairs in 1988 in SOCIAL EDUCATION, a national journal of social studies.

- * Begin an ad campaign and produce a video geared to youths, encouraging them to pursue careers in newspaper and broadcast journalism.

- * Hold a joint national convention in 1992, the 500th anniversary of Columbus landing in the Americas.

"Let the media know we've taken the first step to get the troops together," said immediate past NABJ President Mervin Aubespin.

Cue us in: Send us comments, clippings, observations on events and trends that involve minorities and the news media.

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Volume VI, Number 12

DECEMBER 1986

Why I Love and Respect the Written Word

By BETTY WINSTON BAYE

When I was growing up, New York City was a newspaper town.

My father would come home from work everyday with his favorite periodicals folded under his arms; some of them he bought, but many times he picked up newspapers someone had left behind on the subway.

Daddy only went as far as the seventh grade, but always said he was thankful to God that he had learned to read. Most of his reading was confined to the newspapers. The ones he liked best were the New York DAILY NEWS, the New York POST, The JOURNAL-AMERICAN and

The HERALD-TRIBUNE. Once in a while he'd get more highbrow and scan The New York TIMES or The WALL STREET JOURNAL, but not often.

In those days, money was scarce and many families, including my own couldn't afford televisions. So, the newspapers were our windows to the world.

Since my father and I were the most avid readers among the Winstons, it wasn't unusual for the two of us to steal away from the rest of the folks to read the papers. Lots of times the stories of the day generated heavy conversations between my father and I.

In a way, the newspapers, though I was too young to be conscious of it at the time, opened up a very, very special line of communication between dad and I. The things we talked about helped me to better understand where my father was coming from. We'd read stories about the segregated South and about the blacks breaking into the major leagues. Daddy would talk about how some whites threw watermelon slices out onto the field when Jackie Robinson came to bat.

Some stories in the newspapers would prompt my father to recall

Continued on PAGE 2

Films that Stimulate, Provoke

'Native Son' Debuts, Relevance Affirmed

By WAYNE J. DAWKINS

The American film version* of 'Native Son,' the novel by Richard Wright, (1903-1960) makes a prophetic debut this month in New York.

Wright's best known work, published in 1940, features Bigger Thomas, the alienated, violently unstable, sullen and depressed young black man, who murders a white woman and is later executed.

Recent events affirm the relevance of the 46-year-old novel, said screenwriter Richard Wesley. A year ago, he noted, violence involving black male teen-agers generated national headlines. Wesley recalled the case of Bernard Goetz, a white man who shot four black youths who tried to mug him on a New York subway. In Chicago, Ben Wilson, a high school basketball star, was shot to death by a 15-year-old version of Bigger Thomas because Wilson bumped into

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"She's Gotta Have It," An Appreciation

By DONNA WILLIAMS

Think of the number of men you know like Mars Blackmon, a street-wise city slicker, impressed by little. Then think about the mundane jamies and the concelted Greers...oh how familiar.

These are the three men in Nola Darling's life, who with the ingenuity of creator Spike Lee, made watching "She's Gotta Have It" seem like listening to a group of friends tell their romantic escapades.

Cinematically, the black and white comedy-drama was tastefully done. The writing was craftily plain and enjoyably funny.

So, I have only contempt toward viewers who condemn the work for elaborating on stereotypical promiscuity

Nola Darling, with her passion for sex, was portrayed with style -- a woman who showed a good sense of

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how during the Great Depression, he had to wear his sister's shoes or accompanied his mother to pick food from the among the leftovers discarded by supermarkets without refrigeration.

We'd read the newspapers and daddy would talk about Hitler, the Holocaust and how blacks who voted years ago were Republican -- because it was the Party of Lincoln -- until Roosevelt came along. When it was reported in the newspapers that Floyd Patterson, Sonny Liston or Cassius Clay had won their fights, daddy would reminisce about how blacks crowded around radios, acting out and praying that their Brown Bomber, Joe Louis, would knock out the other man. He was, daddy said, "The Great Black Hope."

So by the time I landed in journalism, by a circuitous route, I already had a sense what a newspaper should be. I also became conscious of the kind of reporters that I like most. They were the ones who didn't mind getting down and dirty if that's what it took; they wrote equally well and equally as compassionate about the everyday Janes and Joes as they did about the high and mighty. I liked the reporters who produced those action-packed tomes which they would not have been able to write as well if they didn't venture into tough neighborhoods, where they usually had to climb several flights of stairs. I'd like the stories about the courts and jails, and the ones where the crooked politicians and corrupt labor leaders were exposed.

I share this bit of information about myself because it is the basis on which I can talk about what I believe it takes to get into and make it in this business called journalism.

It's true. We minorities in journalism still have mountains to climb, not because we aren't competent, but because we were kept out for so long.

Journalism needs people who love to read; who love to write; who aren't just interested in the now, but the past and the future as well. It needs young journalists who've got enough savvy to learn something from the "old heads" who have lots of stories to tell, but increasingly, no one to tell them to.

Journalism not only needs people who know how to cleverly turn a phrase, it needs folks who can feel, who care, who are informed and inquisitive. It needs people who can relate to those who must rely on us to get their stories told.

For minorities aspiring to be journalists, the challenge river is wide and deep, but not so much that good swimmers can't get across. You must be clear about who you are.

This address was delivered at the American Society of Newspaper Editors Minority Jobs Conference last month in Kansas City, Mo. Betty Winston Beye, '80, is an assistant city editor at The Louisville COURIER-JOURNAL & TIMES.

Despite what some folks might say, I don't ascribe to the notion that getting ahead requires that I be white. I don't debate whether I'm black first or a journalist first. Long before I started writing I was black, and guess what, I'm still going to be black when I log off my computer for the last time.

You don't have to apologize to anyone about having been born in a ghetto, a barrio or on an Indian reservation. You also don't have to apologize if your family had money or were middle-class. Our rainbow colors and our diverse ethnic, social and economic backgrounds are assets to our newspapers, our white colleagues and our readers if we do nothing more than be around to insure that they are less ignorant about people and cultures they may not come in contact with everyday.

It's understood that to break into

journalism, you need a good resume and good clips. But it's also understood, or should be, that good contacts are invaluable as is a mentor whose shoulders you can cry on when the going gets tough. Sure, you've got talent, but so do a lot of other people. Often, it's knowing someone that will help you get in the door.

You also can strike gold by a few non-traditional routes. For example, a colleague of mine said that after graduation in Boston, he packed his bags, jumped in his trusty old car and headed South. He called ahead and arranged interviews all along the way. By the time he reached Virginia, a reporter had been fired which resulted in an immediate opening. My friend got an on-the-spot interview and was put to work that very day. "In four days, I produced eight stories and some of them got on the front page," he said.

In my case, I got my first job because I went to lunch with a classmate who had found work while I was still searching. A chance meeting and general conversation with his editor on our way out the

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BLACK ALUMNI NETWORK NEWSLETTER

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Letters

NEW YORK - In reference to Lawrence Andrews' article in the October issue ("What's In a Name? Challenging Style: Is it 'black,' 'Black,' or 'Afro-American?") the issue for me is more than just style.

On my first trip to Africa (Zambia) in early October I was utterly confused by one question on my entry papers: Race? About ten years ago, when I first left this country, I answered "human." No problem, no hesitation. This time however, (at least for me) "human" was not suitable. I wanted to identify myself as African.

But I was born in America and I did not wish to disclaim that fact. If I called myself African-American one could misinterpret it; I am not a naturalized citizen. For a few minutes I felt like a woman without a country so for expediency I wrote "black" on the "dotted" line. I was dismayed. "Black" does not say when I came from or who I am.

Before I returned to the U.S. I settled the issue in my mind. I am Afro-American, born in America, but of African descent.

So now, should Black Alumni Network be called Afro-American Alumni Network? Are most of us members of the National Association of Afro-American Journalists? Further, will some of us be Afro-West Indians?

I think it's time to settle the issue. Don't you?

-- Dell Omega Grant, '84

PAINTED POST, N.Y. -- If there's any writer more beleaguered than a black journalist, it must be a black poet. Thanks for the poetry notes (B.A.N. PEOPLE, November). I urge all BAN folks to support Afro-American and Afro-Caribbean artists because the war for our minds and destiny is also a war for our culture.

Thanks for your continued effort to provide a forum and information. Dare to struggle, dare to win.

-- Akua Lezlie Hope, '77.

J-Dean Search Continues

The committee searching for a replacement of Osborn Elliott as dean of the Columbia University Graduate School of Journalism is far from close to recommending a choice. The search committee, headed by Professor Boris Yavitz of the Graduate School of Business, has told the J-school administration that it will probably be September 1987 before a new dean is in place.

Reportedly, at least one big-name media personality has declined the job. Meanwhile, the Columbia Journalism (alumni) executive committee was debating a draft letter proposed by the group's president stating, in part: "While we realize the importance of fund-raising in the development of future journalism school programs, we do not feel that a 'media personality' is necessarily the prime criteria for selection."

Elliott, J-school dean for six years, resigned last spring to become director of the Delacorte Center for Magazine Studies at Columbia University.

-- DAN HOLLY

JOBLINE

The Boston GLOBE has openings for three copy editors. Send resumes to Charles Mansbach, news editor, Boston GLOBE, Boston, Mass. 02 107....The New York TIMES is to interview for entry-level copy person positions for college graduates. Salary is \$16,200, but increases during weeks when substituting for news clerks or news assistants. Opportunity to write articles. In the mid-Atlantic region, contact Lois E. Kay, director, career development, University of Maryland, College of Journalism, College Park, Md. 20740. Or call (301)454-6939.

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door led to my getting a call asking me to come in and talk. I didn't have but a few clips and no experience, but I think I talked my way into the job. After I was hired, the editor said she was impressed by my enthusiasm, but wondered what in the hell she was going to do with it.

Editors and recruiters, I urge that when you interview young people you not forget where you came from. Not even the geniuses among us came straight out of our mother's wombs with a pen and reporter's pad. When you talk to young people, be truthful with your criticisms, but don't dare, you have no right, to break their spirits. Remember the times when you also didn't have much to offer except a desire to work.

Don't go acting as if the young journalists you interview are "finished products." They are little seeds and good editors know that they can grow into beautiful flowers if given the chance.

Students and recent grads, I say don't go looking for a job if you're not serious about wanting one. You're not serious if you go into an interview saying you don't ever want to cover cops, won't work general assignment or wouldn't think of going somewhere where you might have to work nights or weekends.

It's important to aspire to reach the top, but you're not serious if you say the only job you're interested in is at The New York TIMES or The Washington POST. You're not thinking straight if you will only accept a job in your hometown. A journalist's life, particularly in the early years, can be nomadic, and if you talk to many of the veterans, you'll find that few started off in the major leagues or didn't have to move one, two or more times.

Take stock of yourself. If you don't have heart, if you're not tough, if you're not willing to get down and dirty if that's what it takes to get a story, if you're not curious, if you can't take criticism, if you're not informed, if you don't read at least one newspaper a day or look at one newscast a day, you aren't serious and journalism doesn't need you and perhaps you ought to consider doing something else.

But if you possess those qualities and more, I say go for it. Being a journalist isn't always easy, but nobody promised you a rose garden. It is a career where you have the possibility to be all that you can be. And that is something that you owe to yourself and to all those people who never were able to fully realize their impossible dreams.

 NATIVE SON/Con't

composed the musical score.

"Native Son" premieres Dec. 8 at the Apollo Theater as a benefit for the United Negro College Fund. Similar UNCF benefits are scheduled on Dec. 24 in Chicago and Los Angeles. Nationwide distribution is scheduled for January.

One thing that I hope comes out of this: that people go back and re-examine Richard Wright ("American Hunger," "Black Boy," "Uncle Tom's Children," et al), Wesley told the audience at last month's screening.

* A stage version of "Native Son," produced by John Houseman and directed by Orson Welles, was presented in 1941. It received critical acclaim and there was talk of making a film. Major studios, however, wanted to change the title and substitute white characters for black ones. In 1949 Wright produced and starred in an Argentinian film production. It remained unseen by popular American audiences.

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